



FY 2011 City Services Satisfaction Survey

Final Report

**Prepared For:
CITY OF ARLINGTON**

**Study #100563
January 2011**

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BACKGROUND AND OBJECTIVES

This is the *ninth* annual survey among City of Arlington residents to measure satisfaction with city services. The benchmark study was conducted in December 2000, and subsequent waves have occurred in November or December each year, except for the 2006 wave which was conducted in January and February of 2007 and was significantly changed from previous waves.

Beginning with the 2006 wave, the questionnaire was redesigned to more closely match the ICMA study. This allows the City of Arlington to compare Arlington to other cities of similar size and makeup across the country.

The purpose of the survey is to assess citizens' current perceptions of city services, to identify areas where the City of Arlington is perceived as doing well and areas where improvement may be needed, and to monitor the effectiveness of the city's efforts to improve services. Information gathered from this wave of interviewing will also be used in planning and budgeting for 2011.

METHODS

A total of 92,685 calls (including 79,706 "No Answer" and "Answering Machine" calls) were made to obtain 309 telephone interviews among residents within Arlington city limits. Within this sample, quotas were set for gender, age, and zip code to ensure an accurate representation of the city's population. Random-digit sampling was used primarily. (Some supplemental listed sample was purchased to fill quotas in a few zip codes that are difficult to target using random-digit sampling.)

All respondents were aged 18 or over and live within Arlington city limits, excluding Dalworthington Gardens and Pantego. About half were male and about half were female.

Interviews were conducted December 8 through December 29, 2010.

A copy of the questionnaire, along with further discussion of data collection and data processing procedures, is presented in the Appendix.

USE OF DECISION ANALYST, INC. NAME

Prior written approval from Decision Analyst, Inc. is required for the use of its ***name*** in connection with any public release of research data, the substantiation of any advertising claims, and/or the use of research data as evidence in any legal proceedings or litigation.

EXECUTIVE SUMMARY

Overall Rating And Perceptions Of Arlington

The perception of “quality of life” within Arlington continues to be high among residents.

- Four out of five residents (82%) rate Arlington as offering a “good” or “excellent” quality of life.

In general, Arlington is perceived positively in various aspects.

- The city is perceived very highly for its cultural diversity (90%) and safety of the city (81%).
- However, the city is rated relatively low as a place to retire (58%).

Most Arlington residents feel the city is generally headed in the right direction, and would recommend Arlington to others.

- Four out of five residents (81%) agree the city is headed in the right direction.
- Four out of five residents (82%) say they would recommend Arlington to others.

Neighborhoods

Residents continue to rate their neighborhoods moderately high in terms of quality of life, similar to last year (79% “excellent” or “good” vs. 77% in 2009).

- Residents’ perceptions of major neighborhood problems generally appear to be consistent from the previous years. Burglaries (including both car and residential burglaries) and speeding in neighborhoods are perceived as the biggest problems in city neighborhoods.
- Compared to 2009, there are significant **increases of concerns** about neighborhood problems. The areas with increasing concerns in city neighborhoods are:
 - Car burglaries
 - Stray animals
 - Weeds and unmowed grass.

Overall sense of safety in neighborhoods and in Arlington appears to be positive in general.

- Neighborhoods in Arlington continue to be rated very safe for walking alone during the day (very safe 66% or somewhat safe 28%), though much lower at night.
 - It is notable that the safety rating of business areas during the day has improved significantly from 89% top-two-box rating in 2009 to 95% in 2010, about the same level of safety in neighborhoods.
- Consistent with last year, the vast majority of residents report that neither they, nor anyone in their household, have been a victim of any crime in the past 12 months.
 - Most of those who are crime victims are likely to report the crime to the police.

Ratings And Perceptions Of Specific Services And Facilities

Most city services in Arlington receive high overall ratings.

- About two-thirds of city services rated receive a top-two-box rating (“good” or “excellent”) of 80% or higher.
- Fire services, ambulance/emergency medical services, parks and recreation facilities, and libraries are rated very high, with top-two-box ratings above 90%.
- Compared to the other high-performing services, code enforcement, Handitran, health inspection, and community planning and development appear to have some room for improvement, with overall ratings under 70%.
- There are some **notable changes** from the last wave.
 - Rating of the range of parks/recreations activities has increased significantly from 80% in 2009 to 88% in 2010.
 - Although overall rating level is very high, rating of library facilities has declined significantly from 98% in 2009 to 94% in 2010.

Streets in Arlington continue to be perceived generally as an area where there is much room for improvement.

- Some of the most needed areas for improvement include road work/street repair services, overall condition of streets and roads, traffic signal timing, and management of traffic flow (including traffic flow in the Entertainment District and management of traffic on the major thoroughfares during peak times).

Below is a summary of each city service.

Fire Department. Virtually all of the users rate the fire department as “excellent” or “good” on quality of service and on timeliness of service. Consistent with the past years, rating of community education services by the fire department (85%) is comparatively lower than ratings of fire services, but still viewed positively among citizens.

Ambulance/Emergency Medical Services. Among users in the past 12 months, ambulance and emergency medical services are rated very high on quality of service and timeliness of service.

Police Department. Among users in the past 12 months, the police department is rated moderately high in terms of quality and timeliness of services, with indication of room for improvements.

Parks/Recreation Facilities. Residents in Arlington perceive the overall quality of parks and recreation facilities very positively, with top-two-box ratings of all attributes at 80% or higher. Rating of the range of activities has increased significantly from 80% in 2009 to 88% in 2010.

Library Services/Facilities. Among users in the past 12 months, library services and facilities in Arlington continue to be rated very high, with top-two-box ratings of all attributes at 85% or higher. However, it is notable that rating of library facilities has declined significantly from 98% in 2009 to 94% in 2010.

Community Services. Among users in the past 12 months, quality of customer service (84%) is rated high, while timeliness of service (77%) indicates room for some improvements.

Planning Department Services. Most likely due to the low use of the community planning and development services, ratings of the planning department indicate much room for improvement, in general. Specifically, timeliness of plan review and quality of customer service are the areas with relatively low top-two-box ratings under 70%.

Other Miscellaneous Services. City services that are rated very high at or above 90% include municipal airport, garbage collection, convention center, emergency management service, and action center. On the opposite end, city services that are rated low under 70% and need some improvements are code enforcement, Handitran, and health inspection.

Perceptions Of City's Initiatives And Communication Efforts

The city's initiatives surveyed are rated with a wide range of top-two-box ratings, from 36% to 83%, indicating a mix of favor and disfavor.

- The city's efforts in encouraging tourism are perceived very positively (83% "excellent" or "good"). Conversely, compared to the other city initiatives and projects/campaigns, the city's projects that ***need some improvement*** are:
 - Focusing on mobility and transportation
 - Protecting from flooding and erosion
 - Focusing on financial stewardship
 - Enhancing and preserving neighborhoods.

The city's communications with citizens appear to receive generally positive reactions, with a desire to get more uniform answers from city employees.

- Over three-quarters of Arlington residents feel that they would get answers they need when they call or visit a city facility. Also, most tend to agree that city employees either provide the answer or find someone who can.
- However, only about half agree that they would get the same answer when they ask the same question from different city employees. This suggests a possible lack of uniform guidelines in communications with citizens.
- All city communication channels are rated moderately high, with the city website being the highest at a top-two-box rating of 83%, followed by the council website and city TV channels (both 76% top-two-box).

DETAILED FINDINGS

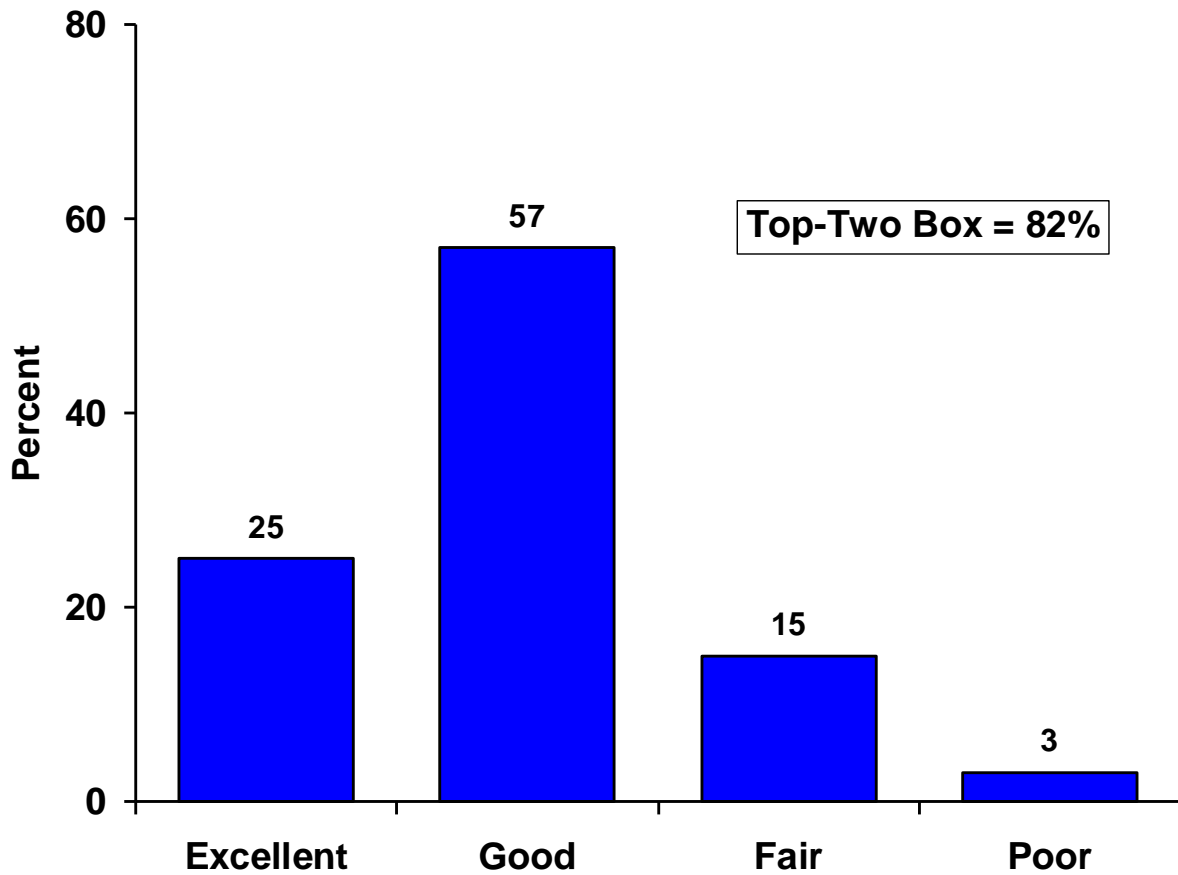
Overall Rating and Perceptions of Arlington

In terms of quality of life, Arlington residents continue to rate the city high as a place to live. Similar to last year, four out of five residents (82%) rate Arlington as offering a “good” or “excellent” quality of life.

Citizens generally perceive the City of Arlington positively. Specifically, the city is perceived very highly for its cultural diversity (90% “strongly” or “somewhat agree”) and safety of the city (81%). However, it is noteworthy that the city is rated relatively low as a place to retire (58%).

Consistent with these overall positive ratings and perceptions about the city, most Arlington residents feel that the city is headed in the right direction (81%); say they would recommend Arlington to others (82%); and say they intend to continue residing in Arlington (85%).

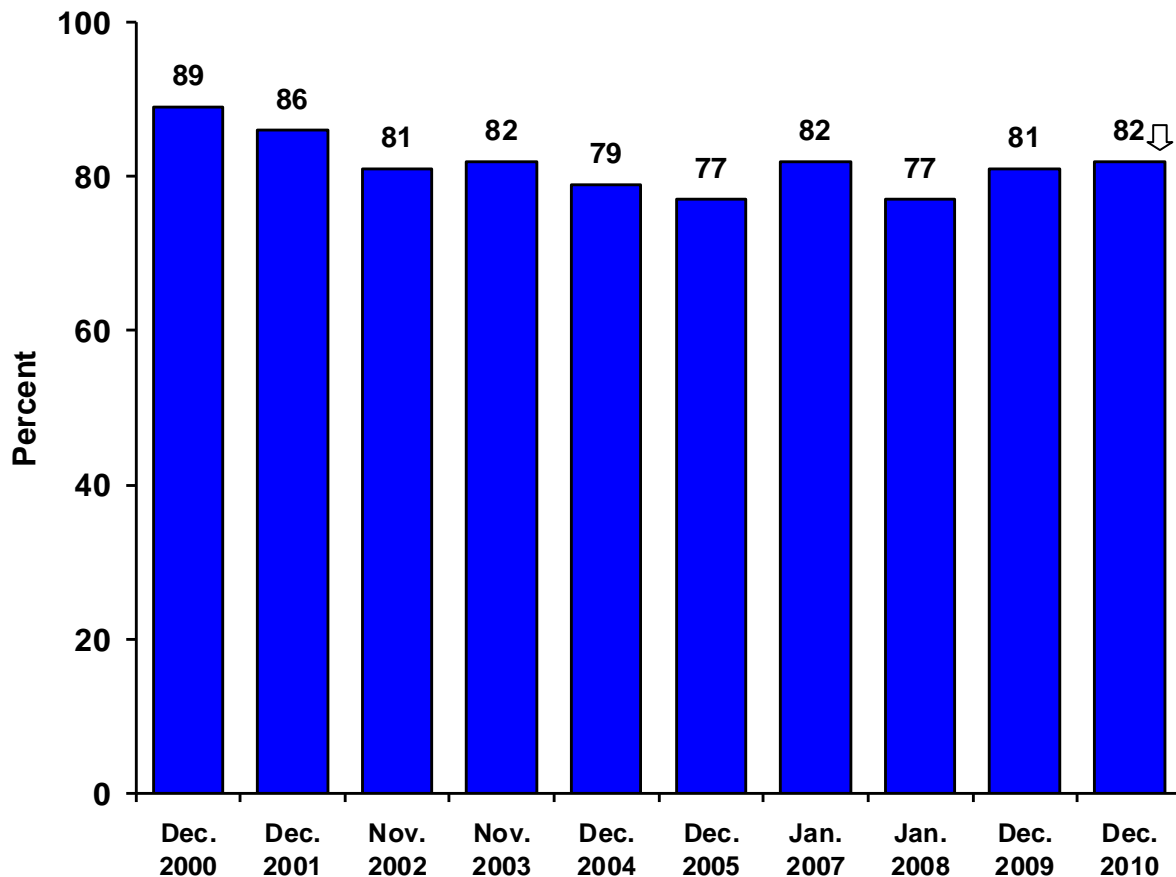
Overall Rating of Arlington as a Place to Live



Question: Q1. "Overall, how would you rate Arlington as a city to live in, in terms of quality of life?"

Base: Total respondents, excluding "don't knows." (n=309)

Overall Rating of Arlington as a Place to Live – Trend (Top-Two Box—Excellent/Good)

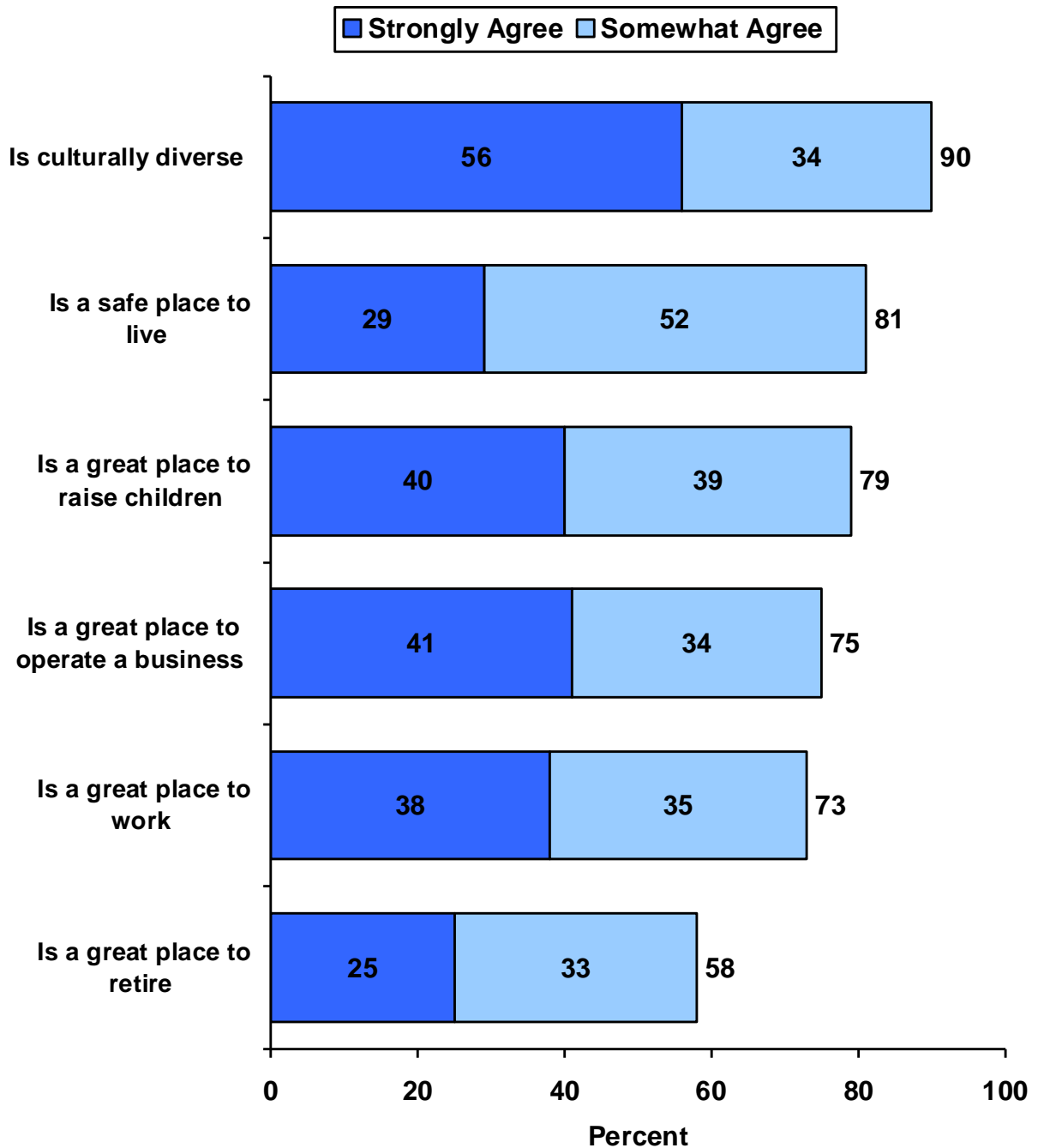


Question: Q1. "Overall, how would you rate Arlington as a city to live in, in terms of quality of life?"

Base: Total respondents, excluding "don't knows." (2000 n=496; 2001 n=500; 2002 n=498; 2003 n=504; 2004 n=448; 2005 n=455; 2007 n=445; 2008 n=437; 2009 n=399; 2010 n=309)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the **last wave in 2009**. A block "up" arrow (⬆) indicates a significant increase and a block "down" arrow (⬇) indicates a significant decrease from the **first wave in 2000** (i.e., difference significant at or above the 95% confidence level.)

Perceptions of the City Of Arlington

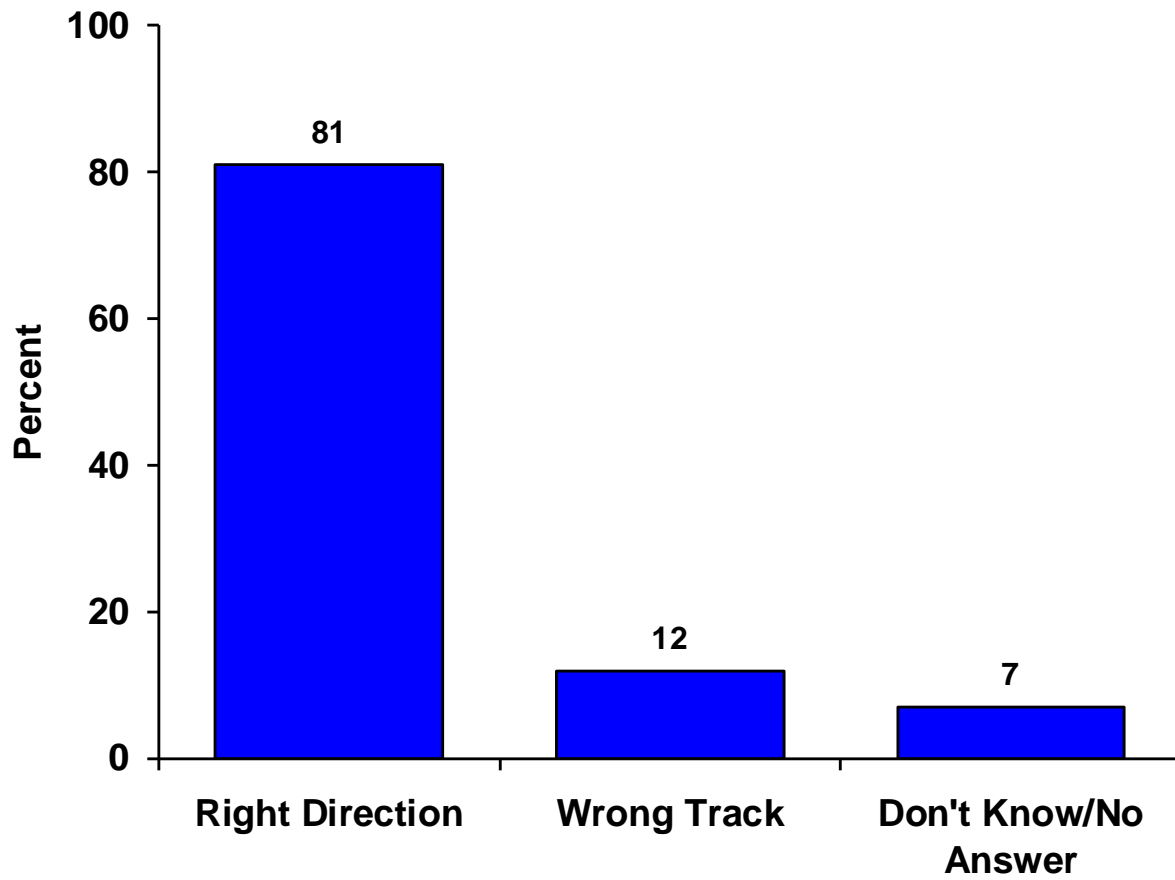


Question: Q1g. "How much would you agree or disagree with the following statements about ***the City of Arlington***, using a scale of "strongly agree," "somewhat agree," "neither agree nor disagree," "somewhat disagree," and "strongly disagree"?"

Note: This question asked beginning in 2010.

Base: Total respondents, excluding "don't knows." (Base Varies)

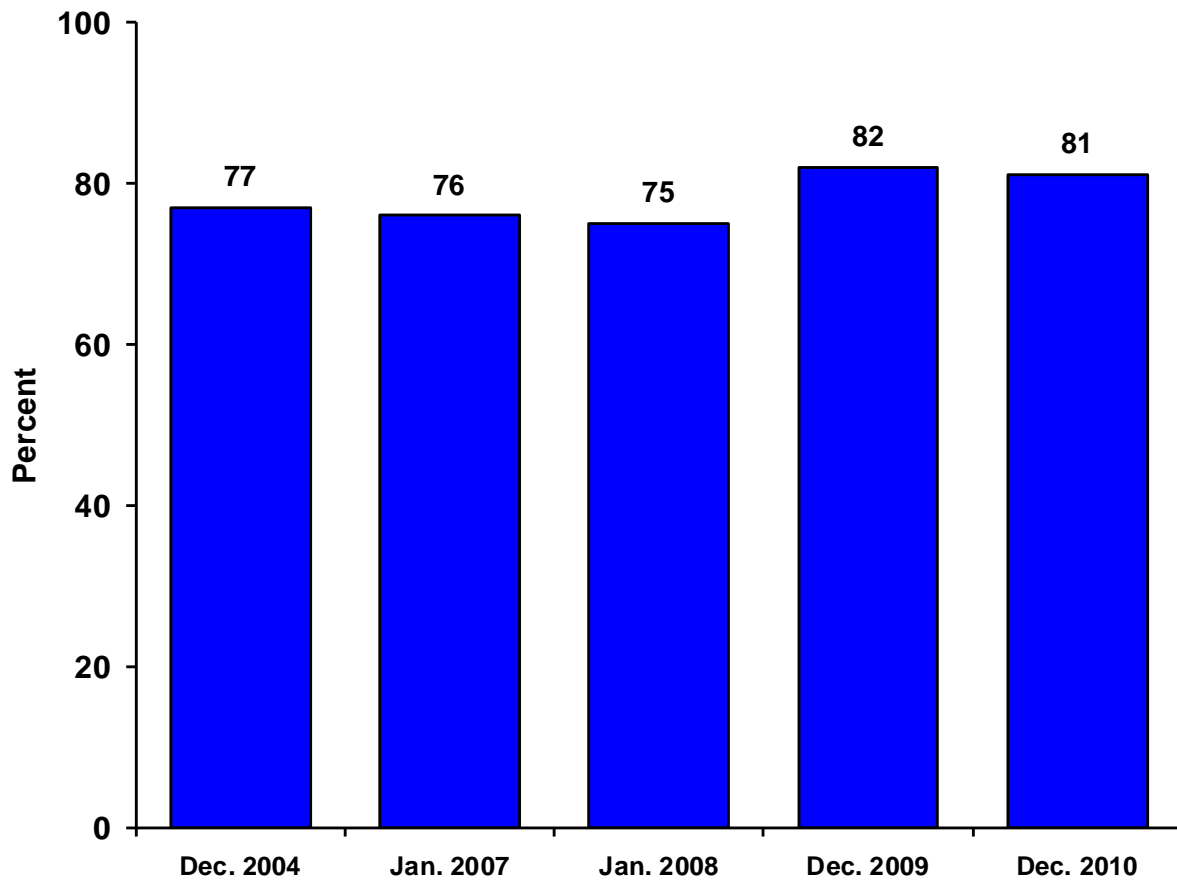
Overall Rating of the City of Arlington In Terms Of Direction



Question: Q23. "Overall, do you feel that the City of Arlington is generally headed in the right direction or on the wrong track?"

Base: Total respondents. (n=309)

Overall Rating of the City of Arlington – Trend ("Right Direction")

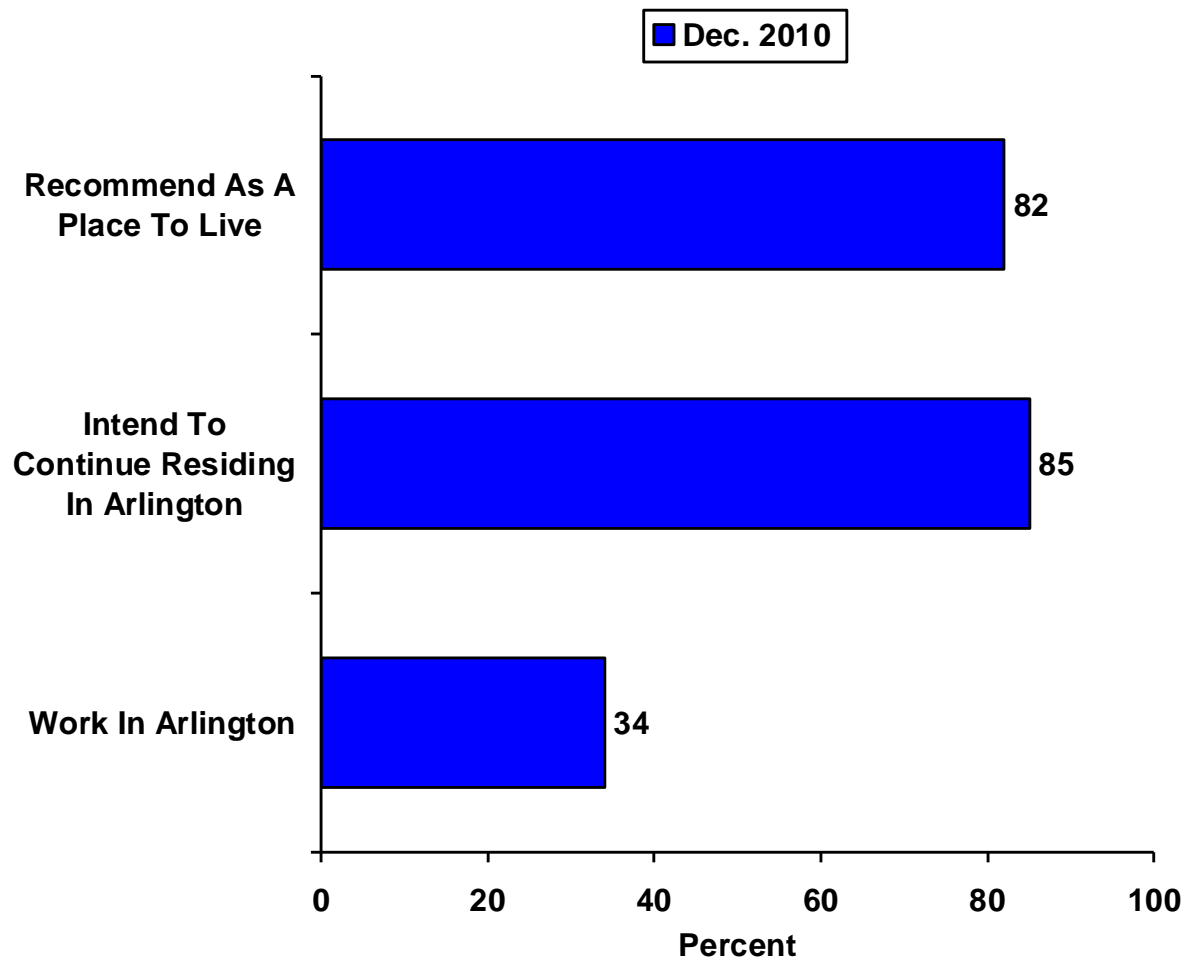


Question: Q23. "Overall, do you feel that the City of Arlington is generally headed in the right direction or on the wrong track?"

Base: Total respondents. (2004 n=441; 2007 n=445; 2008 n=437; 2009 n=400; 2010 n=309)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the **last wave in 2009**. A block "up" arrow (⇑) indicates a significant increase and a block "down" arrow (⇓) indicates a significant decrease from the **first wave in 2000** (i.e., difference significant at or above the 95% confidence level.)

Affinity to Arlington (Answering “Yes”)



Question: Q1d. “Would you recommend Arlington, Texas to others as a place to live?”
Q1e. “Do you intend to continue residing in Arlington?”
Q1f. “Do you work in Arlington?”

Note: These questions asked beginning in 2010.

Base: Total respondents. (2004 n=441; 2007 n=445; 2008 n=437; 2009 n=400; 2010 n=309)

Neighborhoods

Arlington residents continue to rate their neighborhoods moderately high in terms of quality of life, similar to last year (79% “excellent” or “good” vs. 77% in 2009).

Residents’ perceptions of major neighborhood problems generally appear to be consistent from the previous years. Car and residential burglaries and speeding in neighborhoods are among the top concerns for residents, with over one-third reporting each to be at least somewhat of a problem.

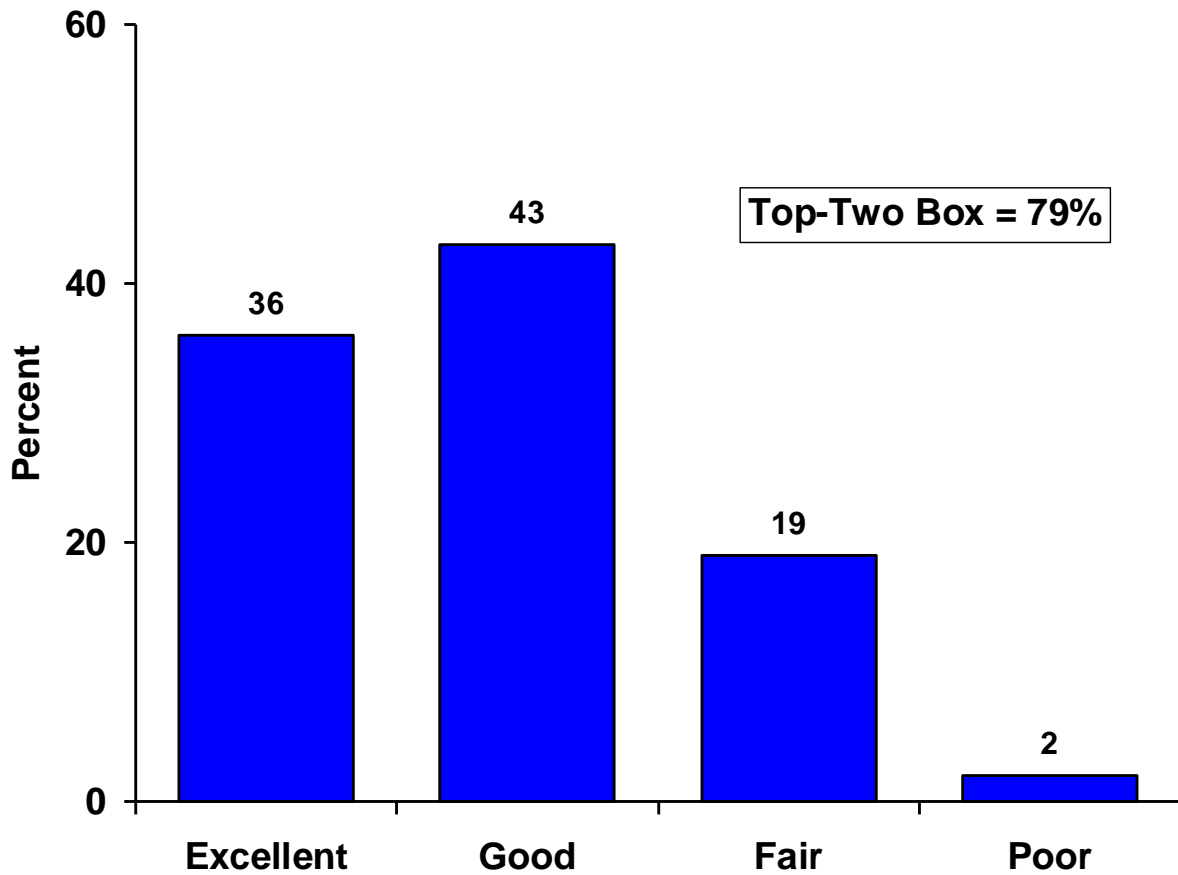
Compared to 2009, there are significant ***increases of concerns*** about neighborhood problems. The areas with increasing concerns in city neighborhoods are:

- Car burglaries
- Stray animals
- Weeds and unmowed grass.

Similar to last year, overall sense of safety in neighborhoods and in Arlington appears to be positive in general. Neighborhoods in Arlington continue to be rated very safe for walking alone during the day (very safe 66% or somewhat safe 28%), though much lower at night, as only one out of three residents say they would feel very safe walking alone in their neighborhood at night. Also, it is notable that rating of business areas during the day has improved significantly since the last wave (from 89% very/somewhat safe in 2009 to 95% in 2010), to about the same level of safety in neighborhoods.

Consistent with last year, the vast majority of residents (87%) report that neither they, nor anyone in their household, were the victim of any crime in the past 12 months. Of those who were crime victims, most (83%) reported the crime to the police.

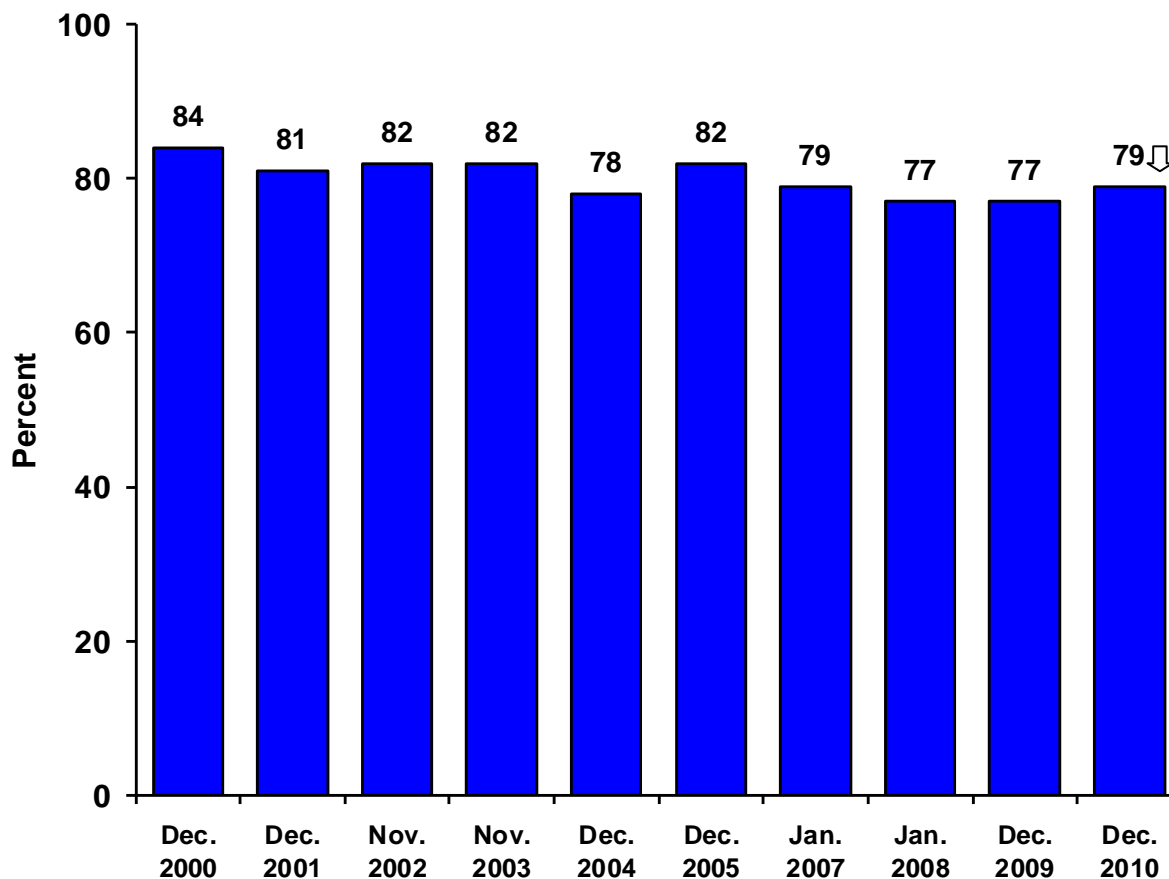
Overall Rating of Neighborhood as a Place to Live



Question: Q2. "Overall, how would you rate your neighborhood as a neighborhood to live in, in terms of quality of life?"

Base: Total respondents, excluding "don't knows." (n=306)

Overall Rating of Neighborhood as a Place to Live – Trend (Top-Two Box—Excellent/Good)

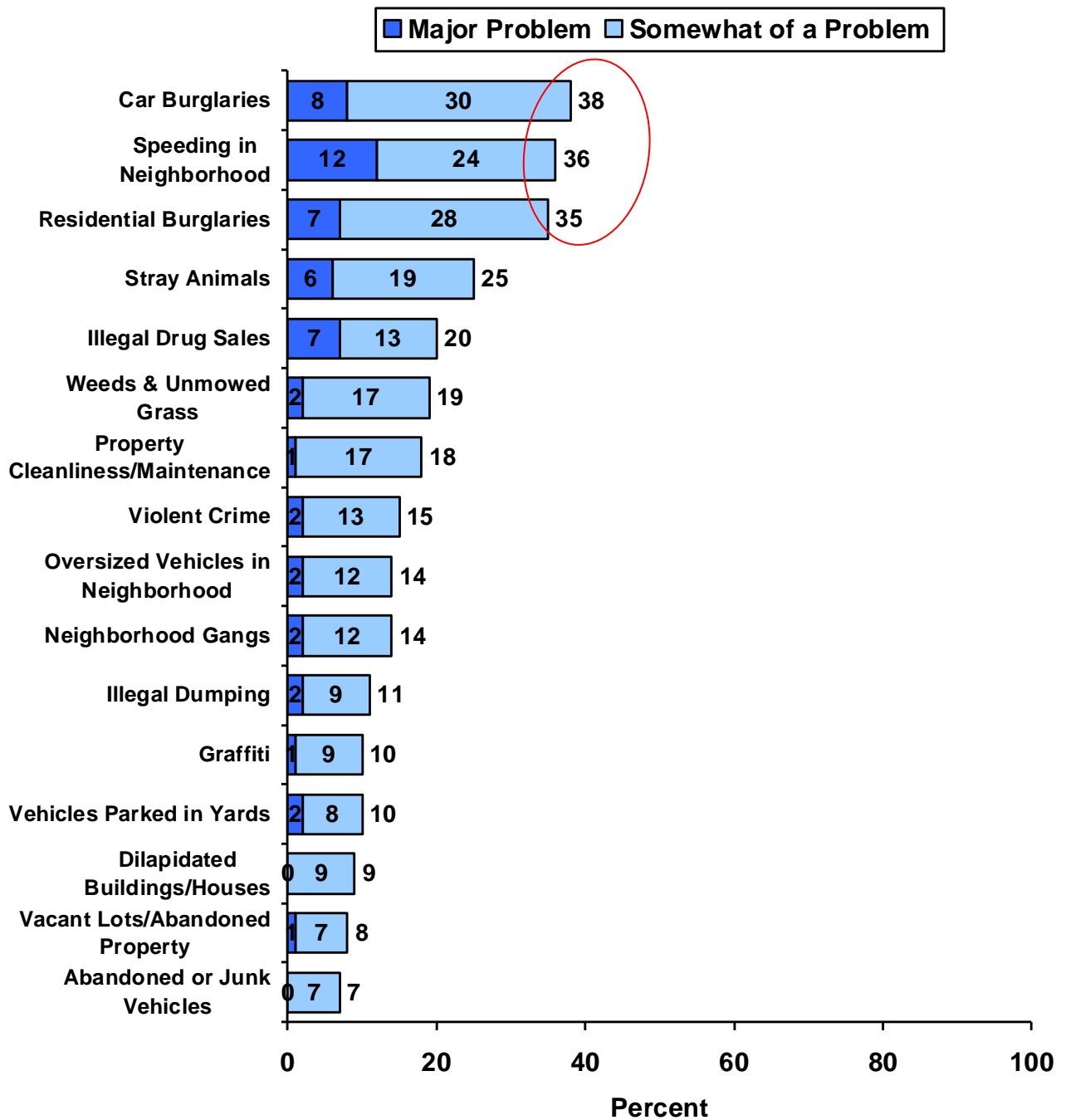


Question: Q2. "Overall, how would you rate your neighborhood as a neighborhood to live in, in terms of quality of life?"

Base: Total respondents, excluding "don't knows." (2000 n=499; 2001 n=502; 2002 n=500; 2003 n=504; 2004 n=448; 2005 n=457; 2007 n=445; 2008 n=437; 2009 n=399; 2010 n=306)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the **last wave in 2009**. A block "up" arrow (⇑) indicates a significant increase and a block "down" arrow (⇓) indicates a significant decrease from the **first wave in 2000** (i.e., difference significant at or above the 95% confidence level.)

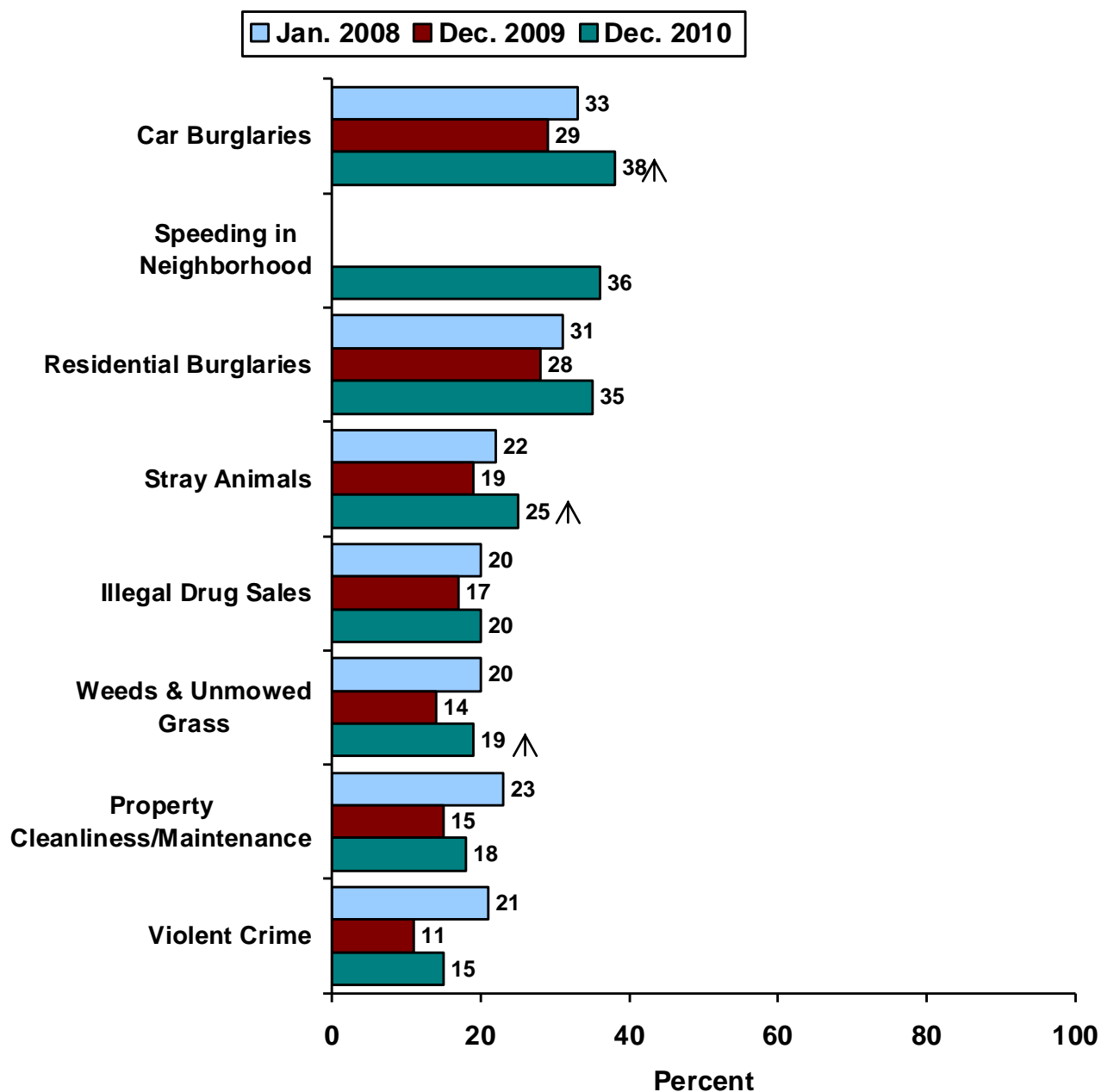
Perceptions of Neighborhood Problems



Question: Q3. "Thinking about the neighborhood you live in, please tell me whether you think each of the following is a major problem, somewhat of a problem, only a small problem, or not a problem."

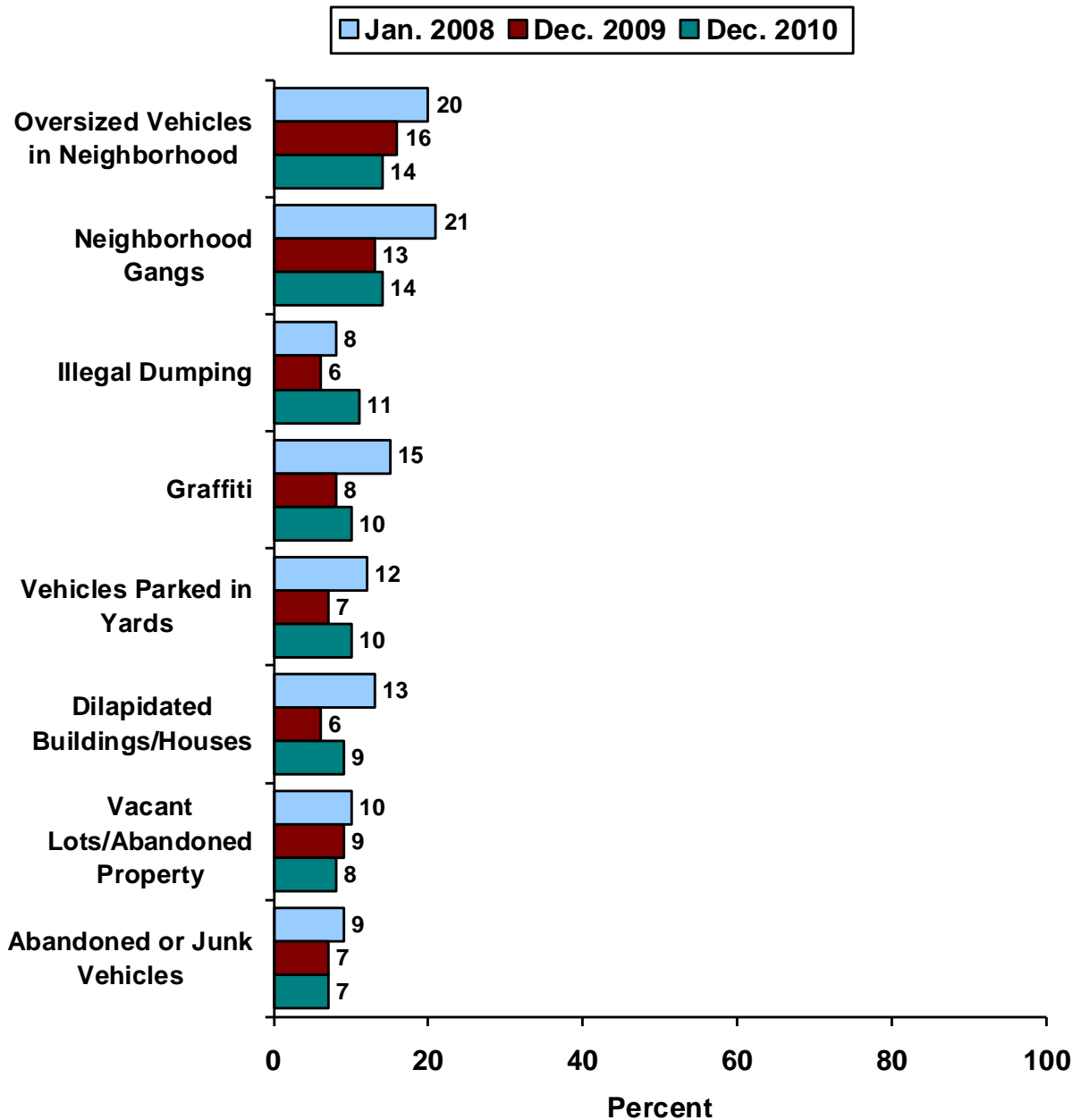
Base: Total respondents, excluding "don't knows." (Base Varies)

Perceptions of Neighborhood Problems – 3-Wave Trend (Major/Somewhat Of a Problem)



(Continued)

Perceptions of Neighborhood Problems – 3-Wave Trend (Major/Somewhat of a Problem) (Cont.)

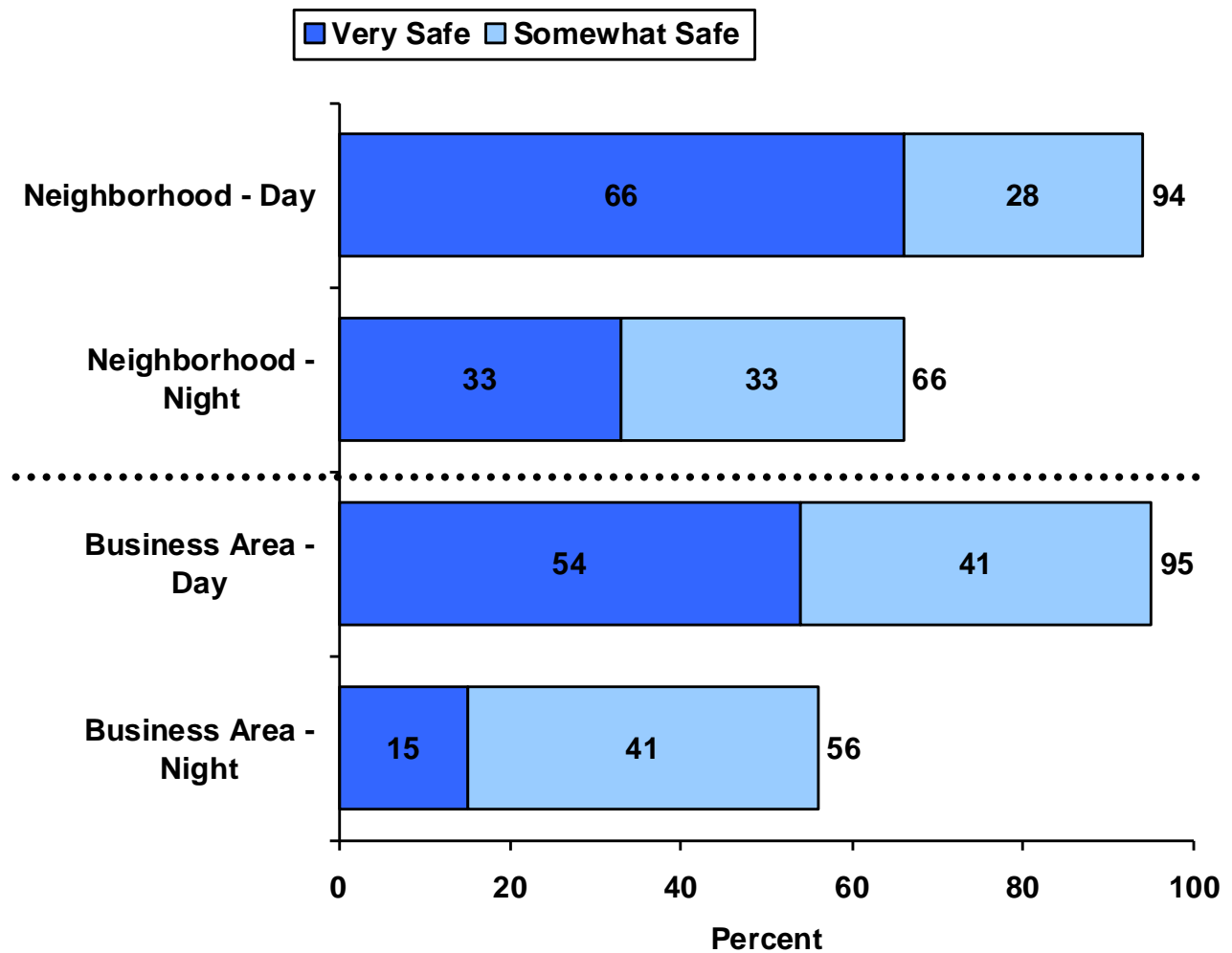


Question: Q3 "Thinking about the neighborhood you live in, please tell me whether you think each of the following is a major problem, somewhat of a problem, only a small problem, or not a problem."

Base: Total respondents, excluding "don't knows". (Base Varies)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the **last wave in 2009**. A block "up" arrow (⇑) indicates a significant increase and a block "down" arrow (⇓) indicates a significant decrease from the **first wave in 2000** (i.e., difference significant at or above the 95% confidence level.)

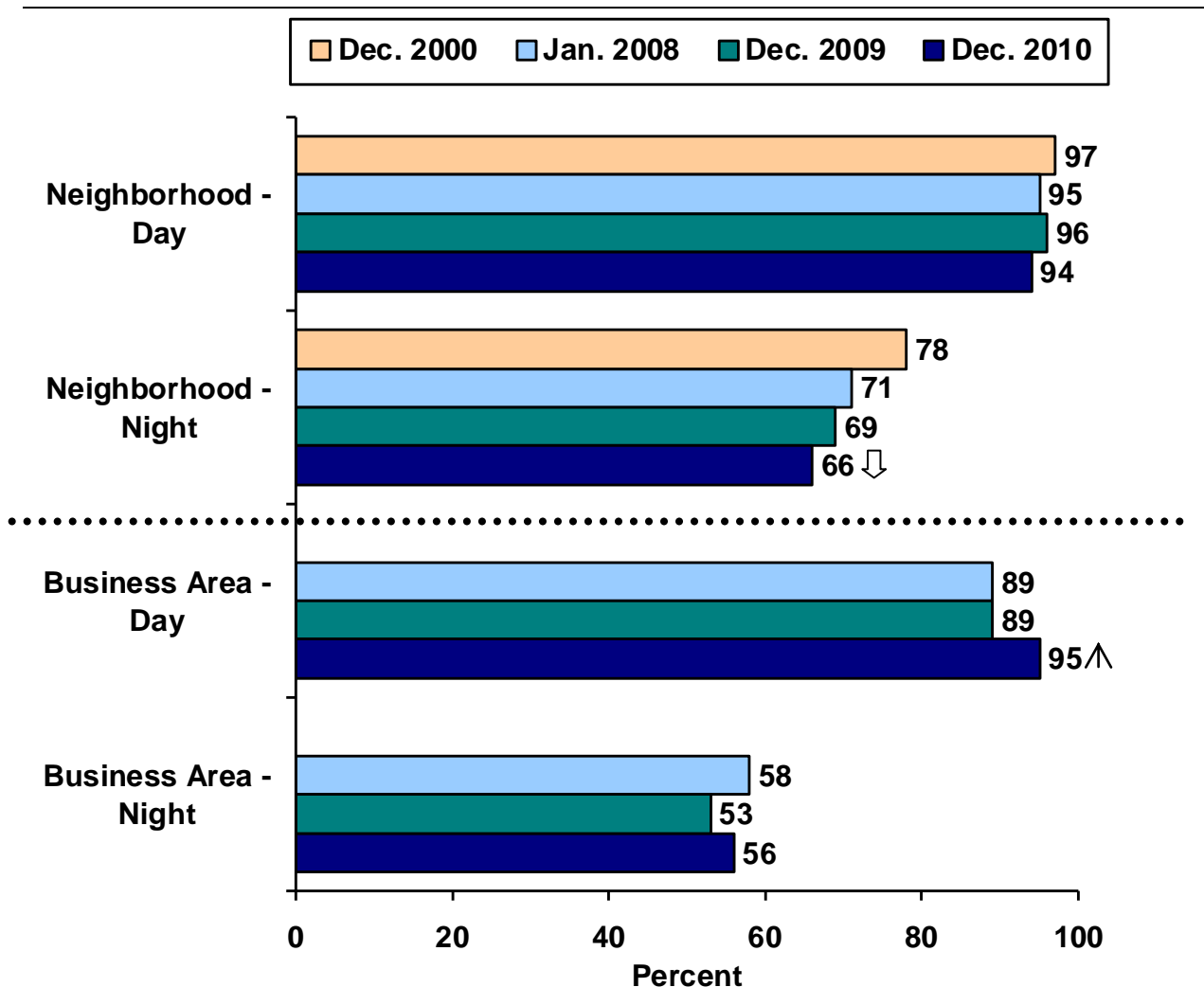
Feeling of Safety Walking Alone...



Question: Q19b/c/d/e. "How safe would you feel walking alone in your neighborhood/business area in general/during the day/at night?"

Base: Total respondents, excluding "don't knows." (Base Varies)

Feeling Of Safety Walking Alone... – 3-Wave Trend (Top-Two Box—Very Safe/Somewhat Safe)

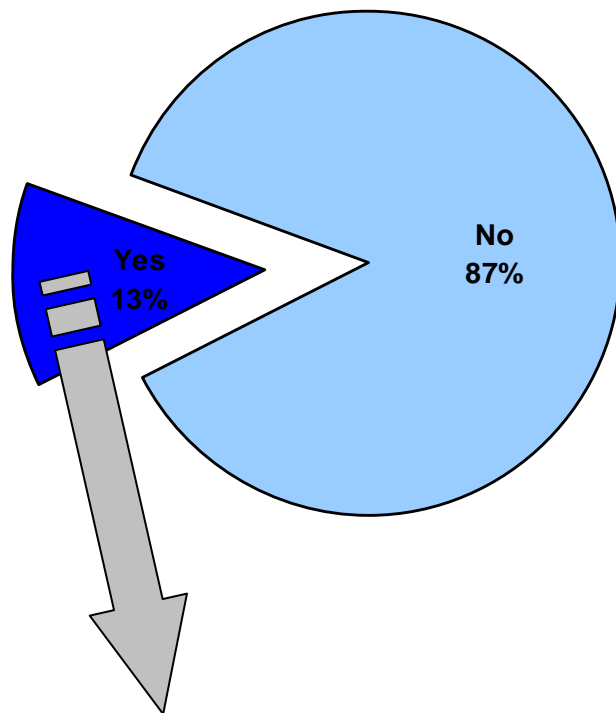


Question: Q19a/b/c/d/e “How safe would you feel walking alone in your neighborhood/business area in general/during the day/at night?”

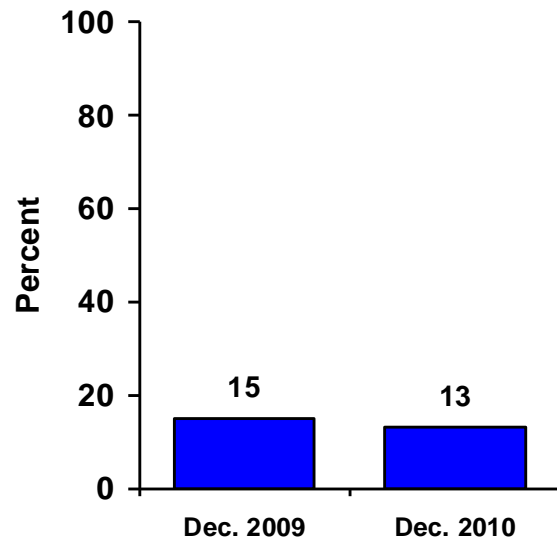
Base: Total respondents, excluding “don’t knows.” (Base Varies)

Statistical Note: A single-line “up” arrow (↑) indicates a significant increase and a single-line “down” arrow (↓) indicates a significant decrease from the **last wave in 2009**. A block “up” arrow (↗) indicates a significant increase and a block “down” arrow (↘) indicates a significant decrease from the **first wave in 2000** (i.e., difference significant at or above the 95% confidence level.)

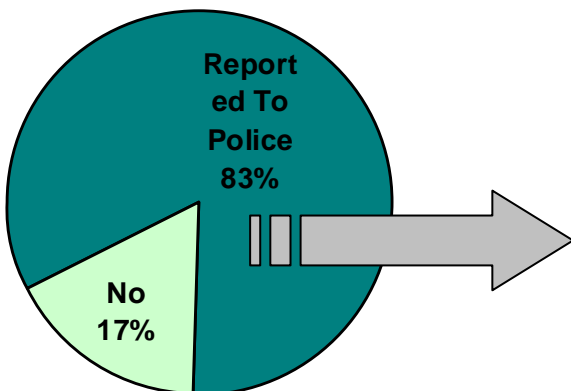
Victim of Crime in Past 12 Months



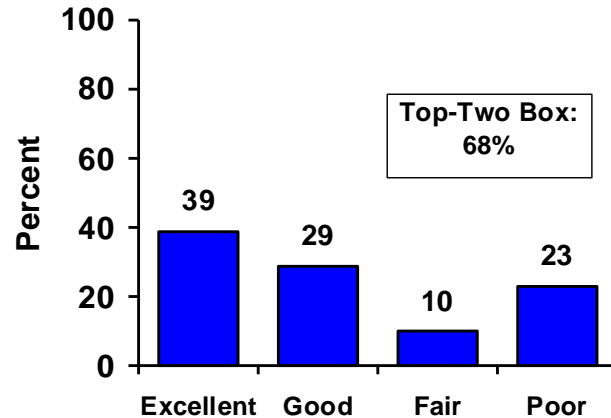
Trend – Crime Victim In P12M



Report To Police (n=40)



Rating Of Contact In Police (n=31)



Question: Q19f. "During the past 12 months, were you or anyone in your household the victim of any crime?"

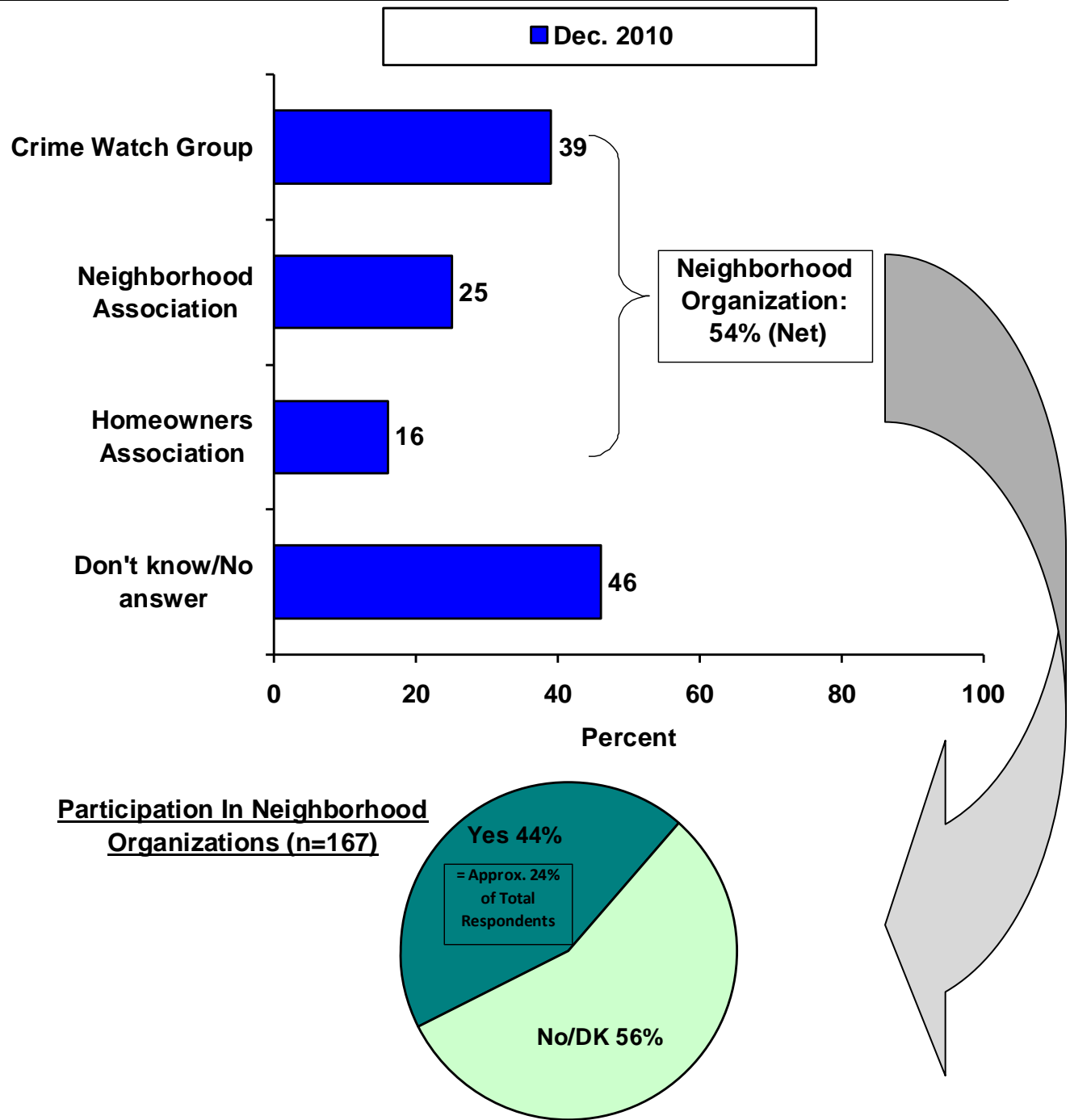
Q19g. "Did you report any of these crimes to the police?"

Q19gX. "How would you rate the contact you had with the police?"

Base: Total respondents. (n=309)

Note: This question asked beginning in 2009.

Involvement in Neighborhood Organizations



Question: Q3b. "Thinking about your neighborhood, does your neighborhood have any of the following organizations?"

Q3c.: "Do you participate in any of these associations?"

Base: Total respondents. (n=309)

Note: This question asked beginning in 2010.

Ratings and Perceptions of Specific Services and Facilities

City Services Overall. City services in Arlington generally receive high overall ratings, with about two-thirds of city services rated receiving a top-two-box rating (“good” or “excellent”) of 80% or higher. Fire services, ambulance/emergency medical services, parks and recreation facilities, and libraries are rated very high, with top-two-box ratings above 90%. Compared to the other high-performing services, code enforcement, Handitran, health inspection, and community planning and development appear to have some room for improvement, with overall ratings under 70%.

Fire Department. About a quarter of citizens report that they had contact with the fire department over the past 12 months. Virtually all of the users rate the fire department as “excellent” or “good” on quality of service and on timeliness of service. Consistent with the past years, rating of community education services by the fire department (85%) is comparatively lower than ratings of fire services, but still viewed positively among citizens.

Ambulance/Emergency Medical Services. Among users in the past 12 months, ambulance and emergency medical services are rated very high on quality of service and timeliness of service.

Police Department. About two in five residents report that they have had contact with the Arlington police department over the past 12 months. Among those users, the police department is rated moderately high in terms of quality and timeliness of services, with indication of room for improvements.

Parks/Recreation Facilities. Use of Arlington city parks and recreation facilities appears to be moderately high. About two-thirds of citizens (66%) report having used a city park or facility over the past 12 months. Residents in Arlington perceive the overall quality of parks and recreation facilities very positively, with top-two-box ratings of all attributes at 80% or higher. Rating of the range of activities has increased significantly from 80% in 2009 to 88% in 2010.

Library Services/Facilities. Use of Arlington libraries also appears to be moderately high, with about two-thirds of households (65%) having used a library over the past 12 months. Among users in the past 12 months, library services and facilities in Arlington continue to be rated very high, with top-two-box ratings of all attributes at 85% or higher. However, although overall rating level is very high, it is notable that rating of library facilities has declined significantly from 98% in 2009 to 94% in 2010.

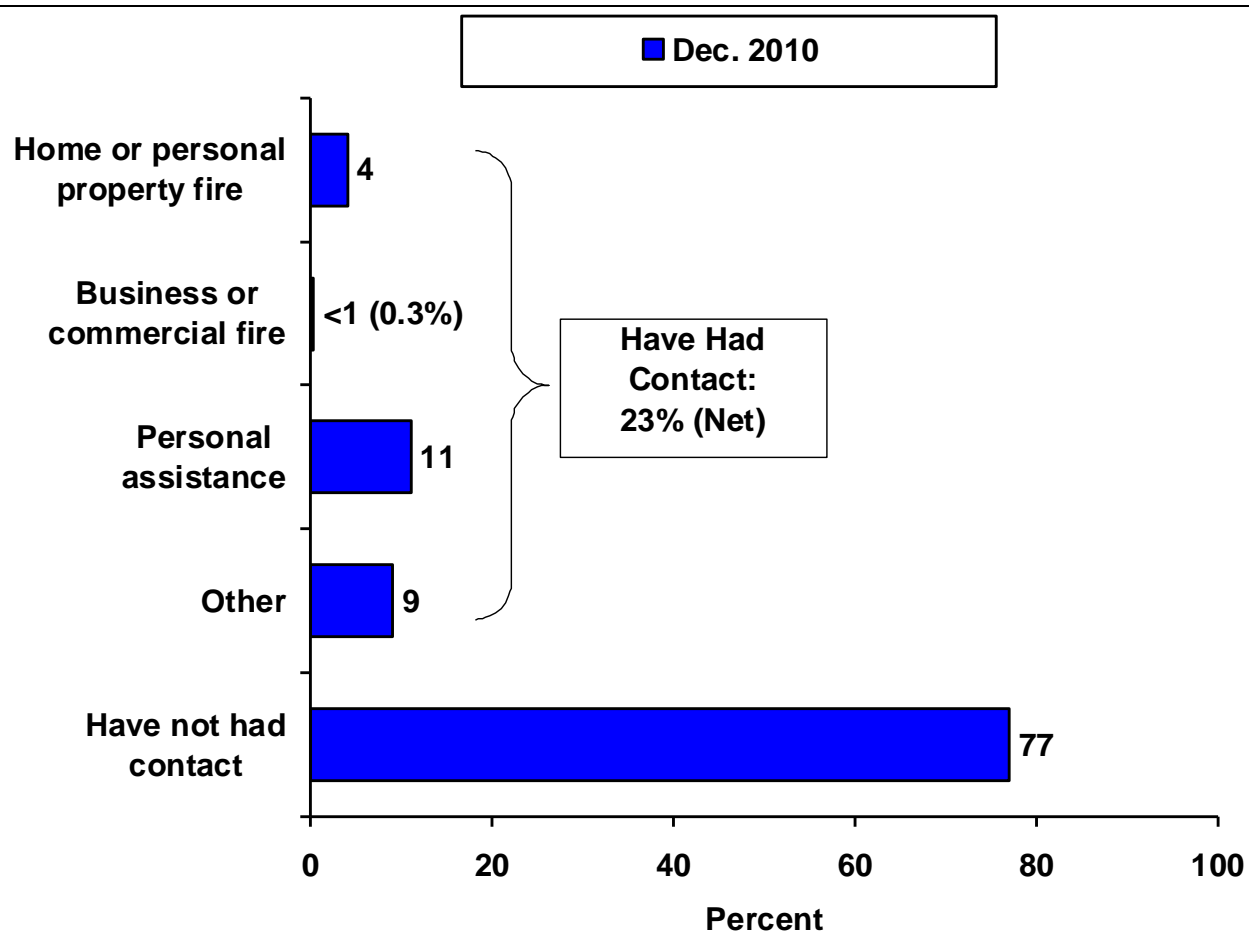
Community Services. About one in six Arlington residents report they have utilized community services over the past 12 months. Among the users, quality of customer service (84%) is rated high, while timeliness of service (77%) indicates room for some improvements.

Planning Department Services. Use of community planning and development services is low, with only 7% of citizens having contacted the department over the past 12 months. Most likely due to the low use of the community planning and development services, ratings of the planning department indicate much room for improvement, in general. Specifically, timeliness of plan review and quality of customer service are rated relatively low, with top-two-box ratings under 70%.

Other Miscellaneous Services. City services that are rated very high at or above 90% include municipal airport, garbage collection, convention center, emergency management service, and action center. On the opposite end, city services that are rated fewer than 70% and need some improvements are code enforcement, Handitran, and health inspection.

Streets Overall. Streets in Arlington continue to be perceived generally as an area where there is much room for improvement. Some of the most needed areas for improvement include road work/street repair services, overall condition of streets and roads, traffic signal timing, and management of traffic flow (including traffic flow in the Entertainment District and management of traffic on the major thoroughfares during peak times).

Services Fire Department Contacted for in Past 12 Months

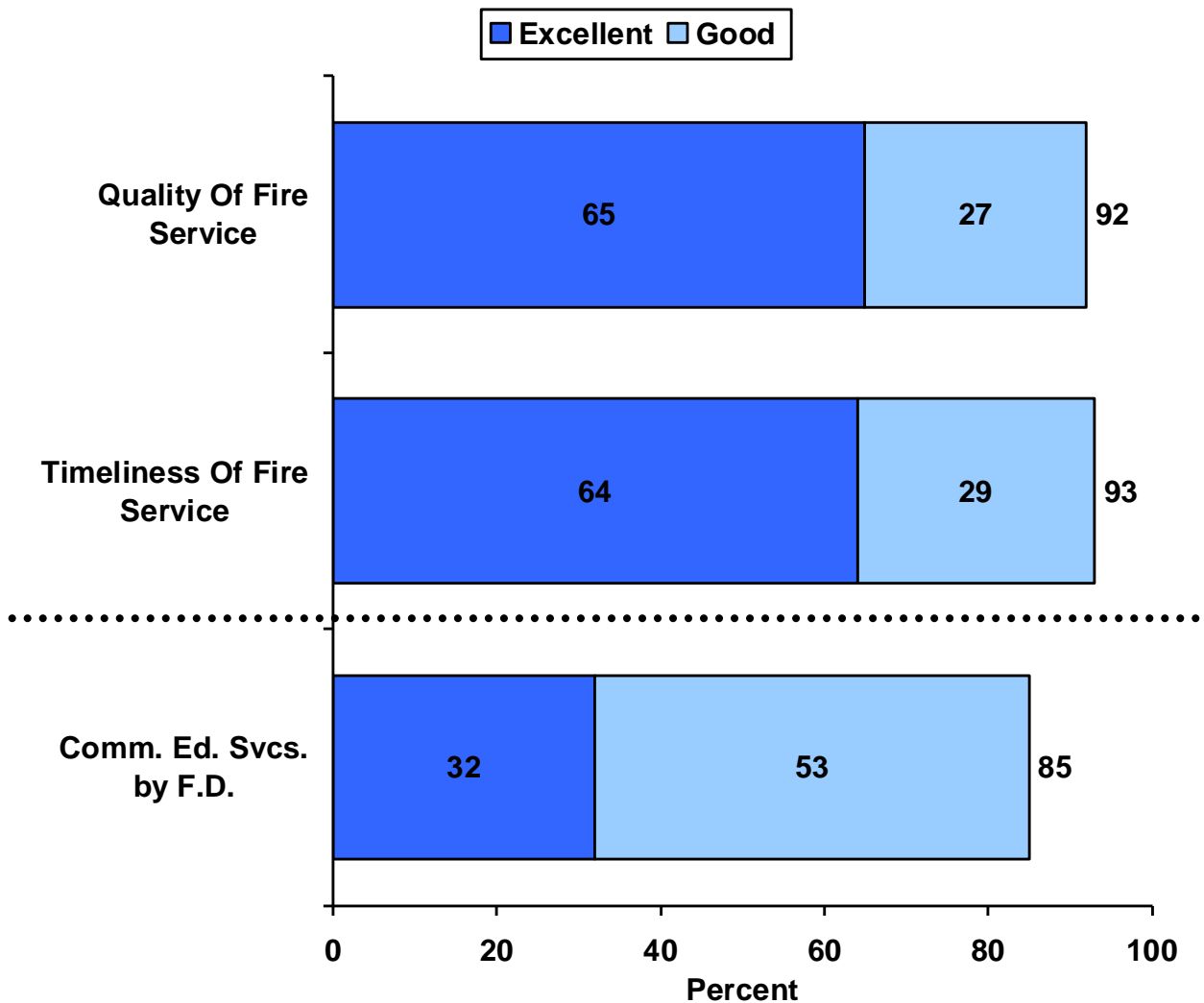


Question: Q11x. "If you have had contact with the Fire Department over the past 12 months, what was the nature of the service?"

Base: Total respondents. (n=309)

Note: This question asked beginning in 2010.

Ratings of Fire Department Services by Users



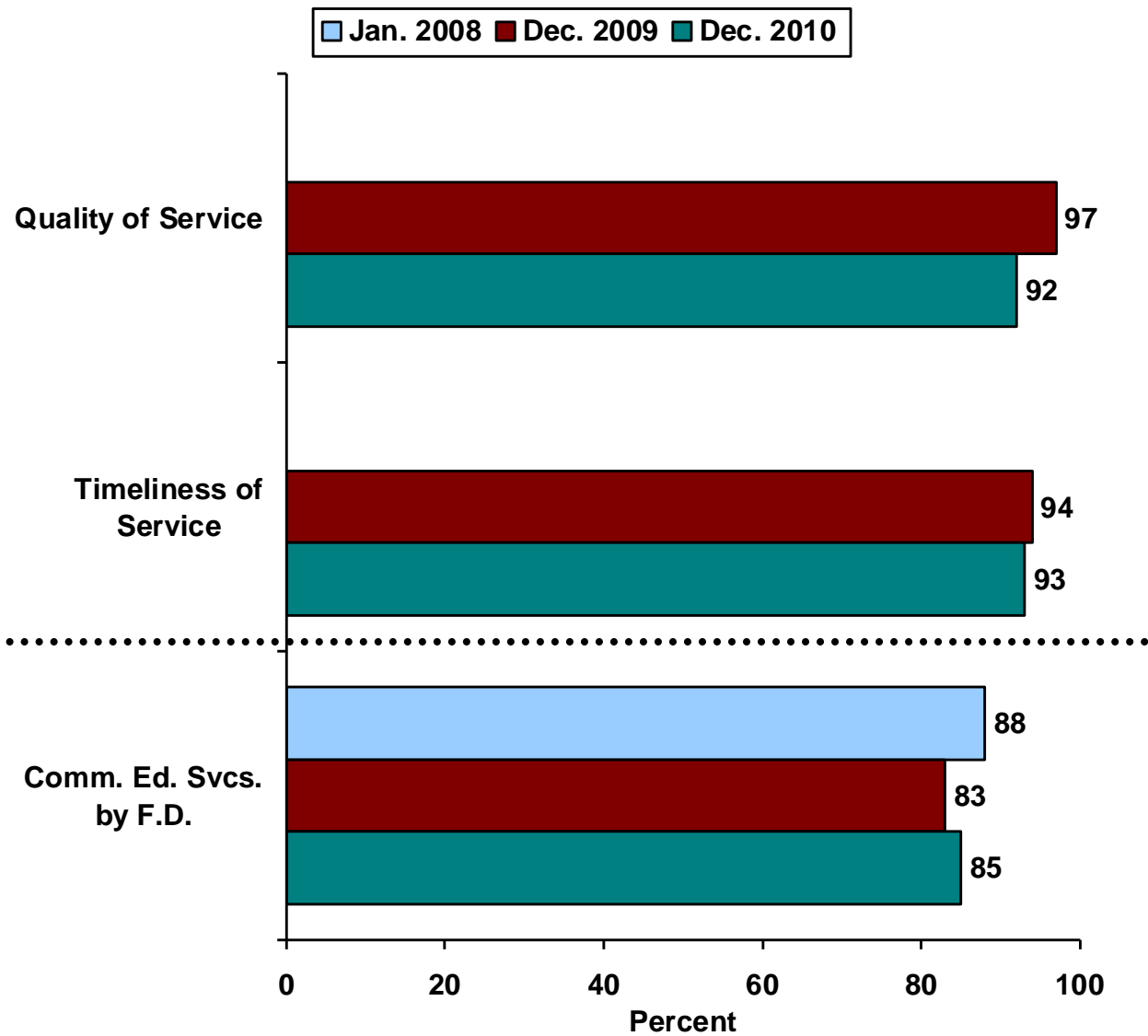
Question: Q11a. "Now, thinking about **fire services** that the City provides, please rate each of the following, using a scale of "excellent," "good," "fair," and "poor."

Q11. "And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited **in the past 12 months**."

Base: Respondents who have used Fire Services in the past 12 months, excluding "don't knows.." (Base Varies)

Note: This question asked beginning in 2009.

Ratings of Fire Department Services by Users – 3-Wave Trend (Top-Two Box—Excellent/Good)



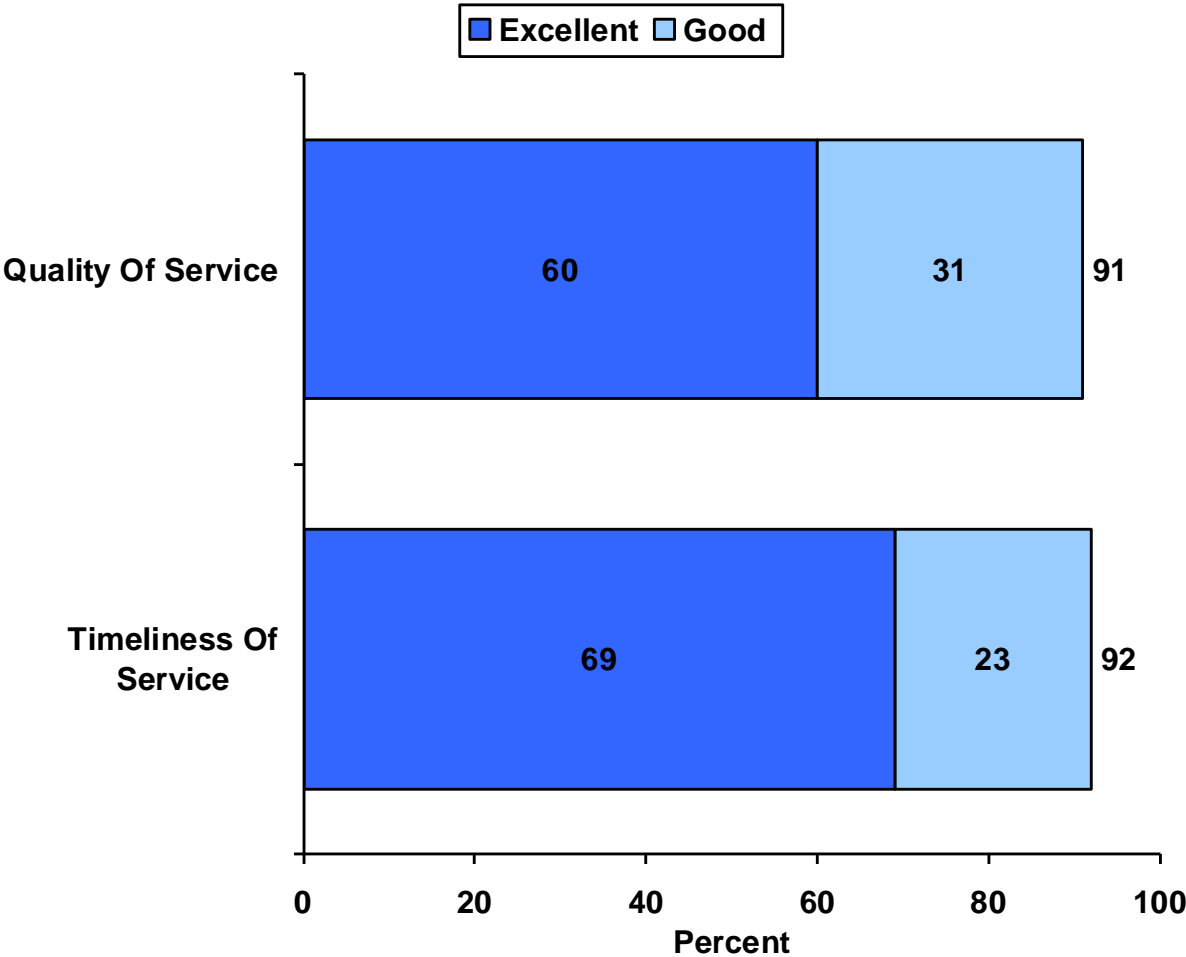
Question: Q11a. "Now, thinking about **fire services** that the City provides, please rate each of the following, using a scale of "excellent," "good," "fair," and "poor."

Q11. "And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited **in the past 12 months**."

Base: Respondents who have used Fire Services in the past 12 months, excluding "don't knows." (Base Varies)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the **last wave in 2009**. A block "up" arrow (⇧) indicates a significant increase and a block "down" arrow (⇩) indicates a significant decrease from the **first wave in 2000** (i.e., difference significant at or above the 95% confidence level.)

Ratings of Ambulance/Emergency Medical Services by Users

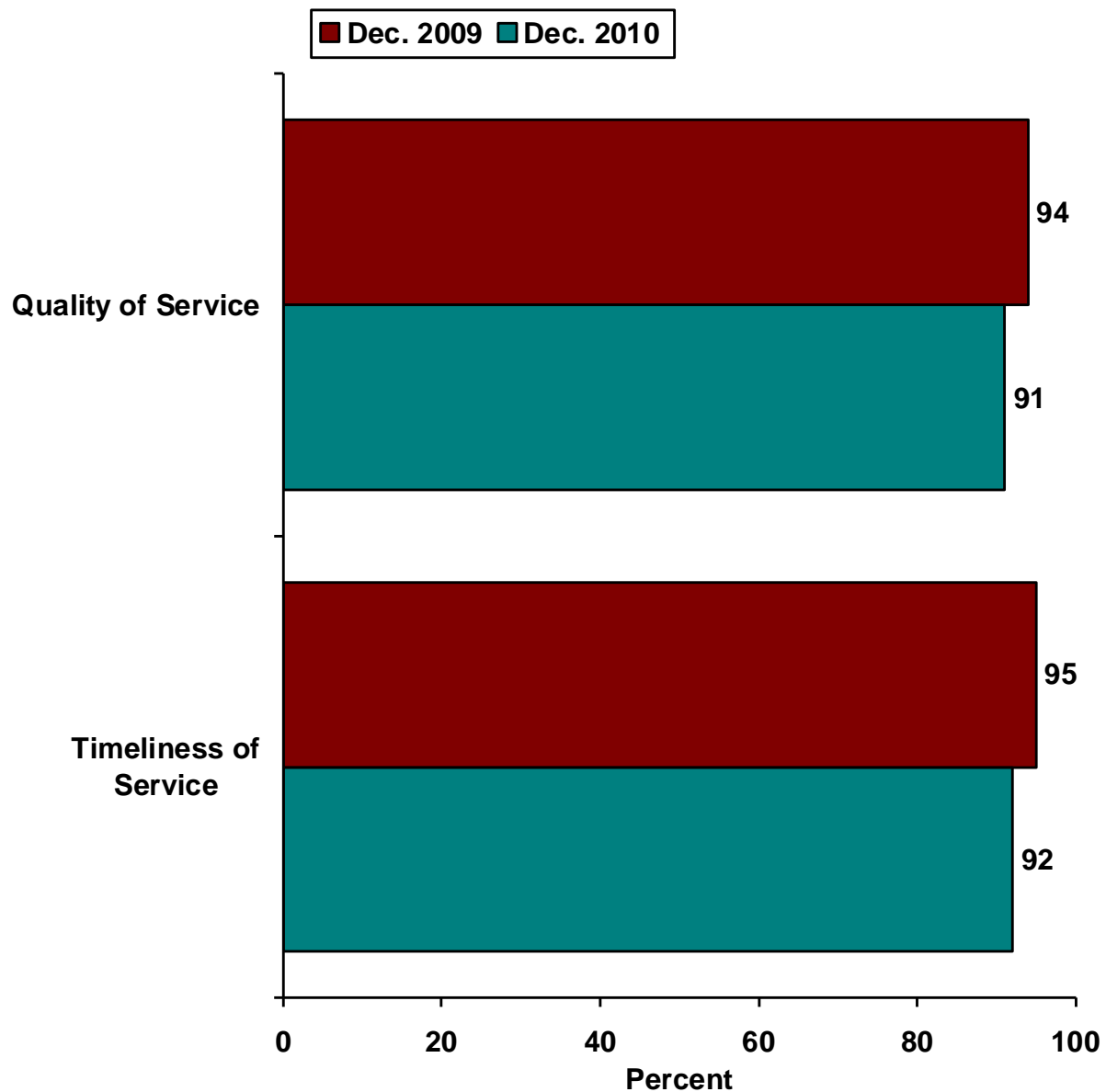


Question: Q11b. "Now, thinking about ***ambulance services or emergency medical services*** that the City provides, please rate each of the following, using a scale of "excellent," "good," "fair," and "poor."

Base: Respondents who have used ambulance services/emergency medical services in the past 12 months, excluding "don't knows." (Base Varies)

Note: This question asked beginning in 2009.

Ratings of Ambulance/Emergency Medical Services by Users – 3-Wave Trend (Top-Two Box—Excellent/Good)

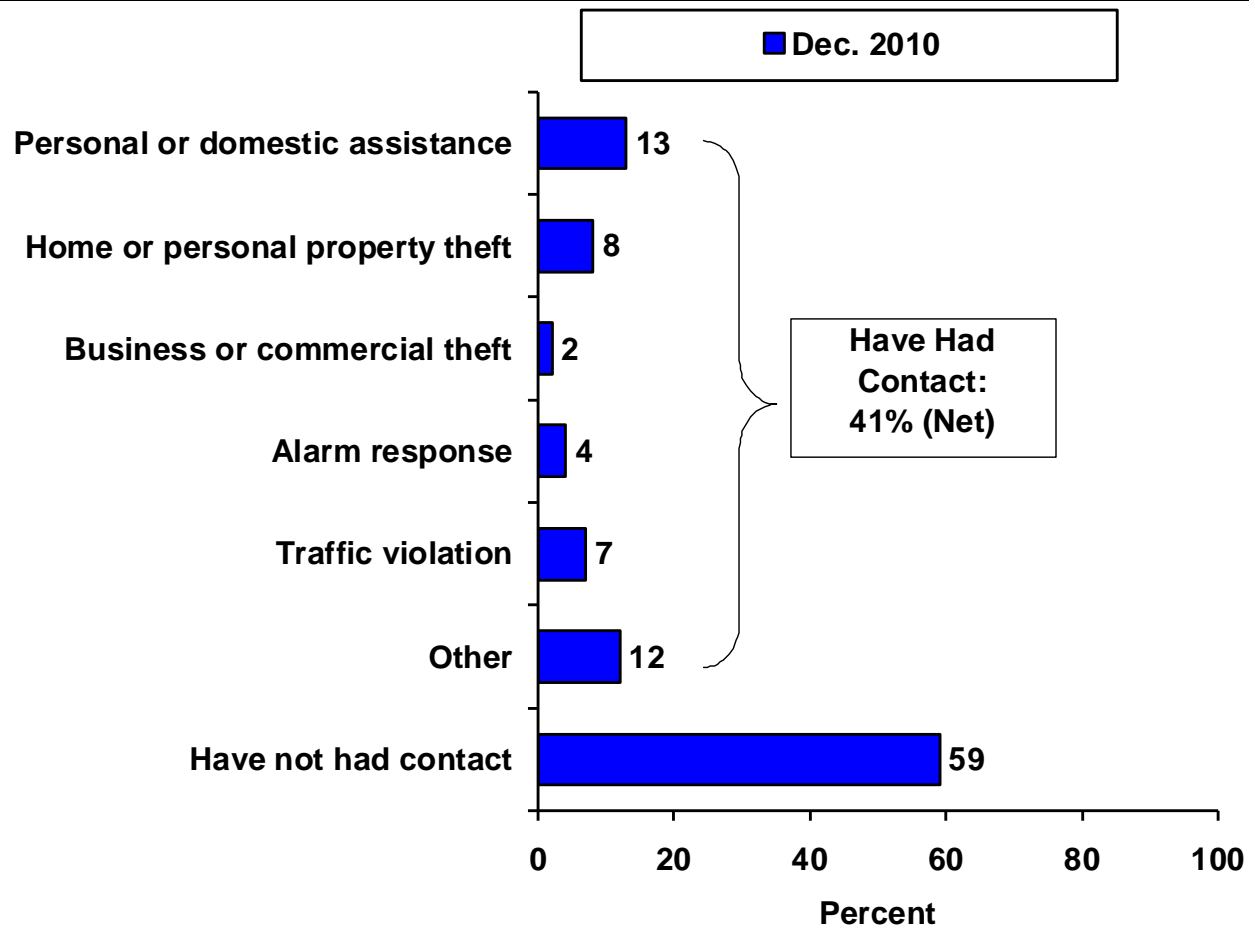


Question: Q11b. "Now, thinking about **ambulance services or emergency medical services** that the City provides, please rate each of the following, using a scale of "excellent," "good," "fair," and "poor."

Base: Respondents who have used ambulance services/emergency medical services in the past 12 months, excluding "don't knows." (Base Varies)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the **last wave in 2009**. A block "up" arrow (⇑) indicates a significant increase and a block "down" arrow (⇓) indicates a significant decrease from the **first wave in 2000** (i.e., difference significant at or above the 95% confidence level.)

Services Police Department Contacted for in Past 12 Months

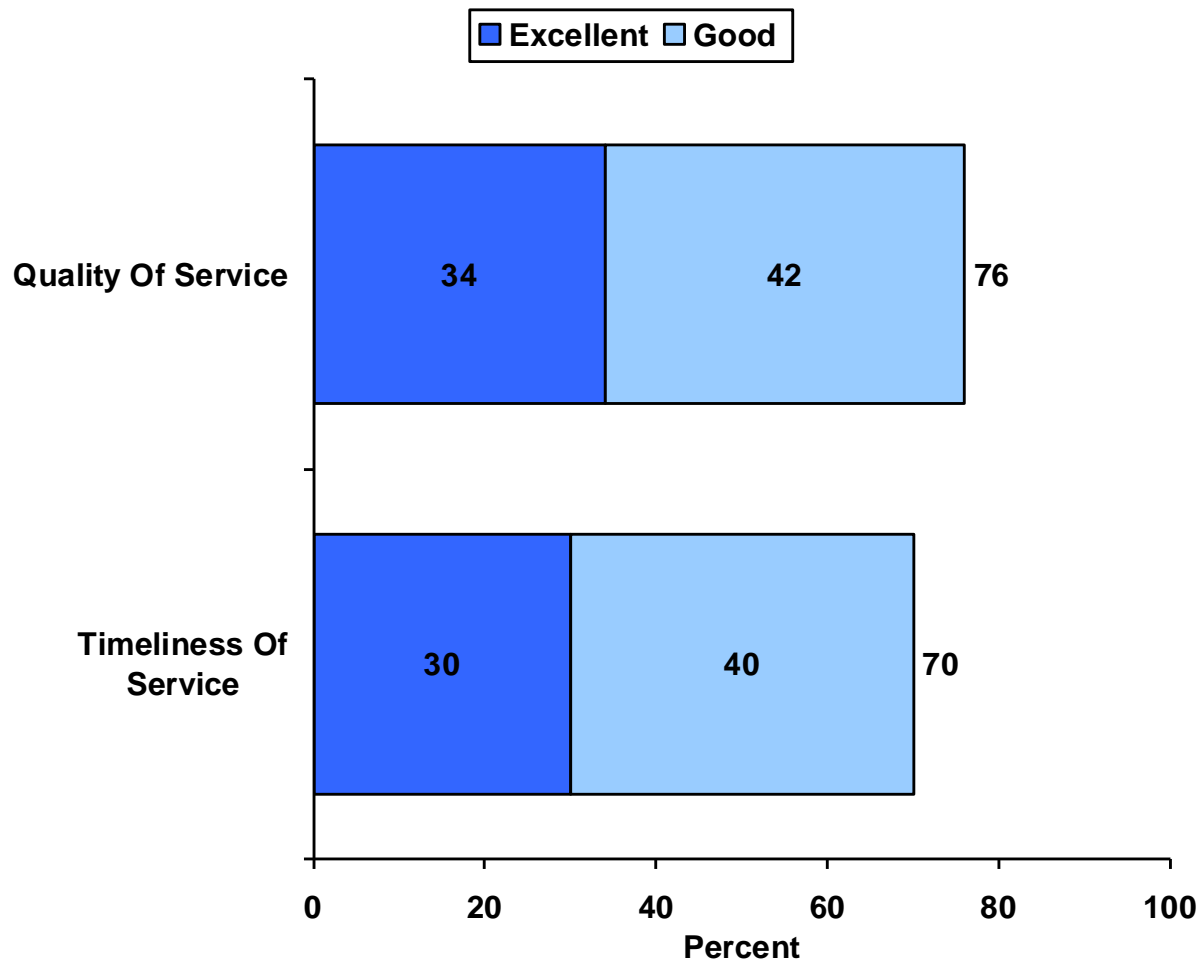


Question: Q11c. "If you have had contact with the Arlington Police Department over the past 12 months, what was the nature of the service?"

Base: Total respondents. (n=309)

Note: This question asked beginning in 2010.

Ratings of Police Services by Users

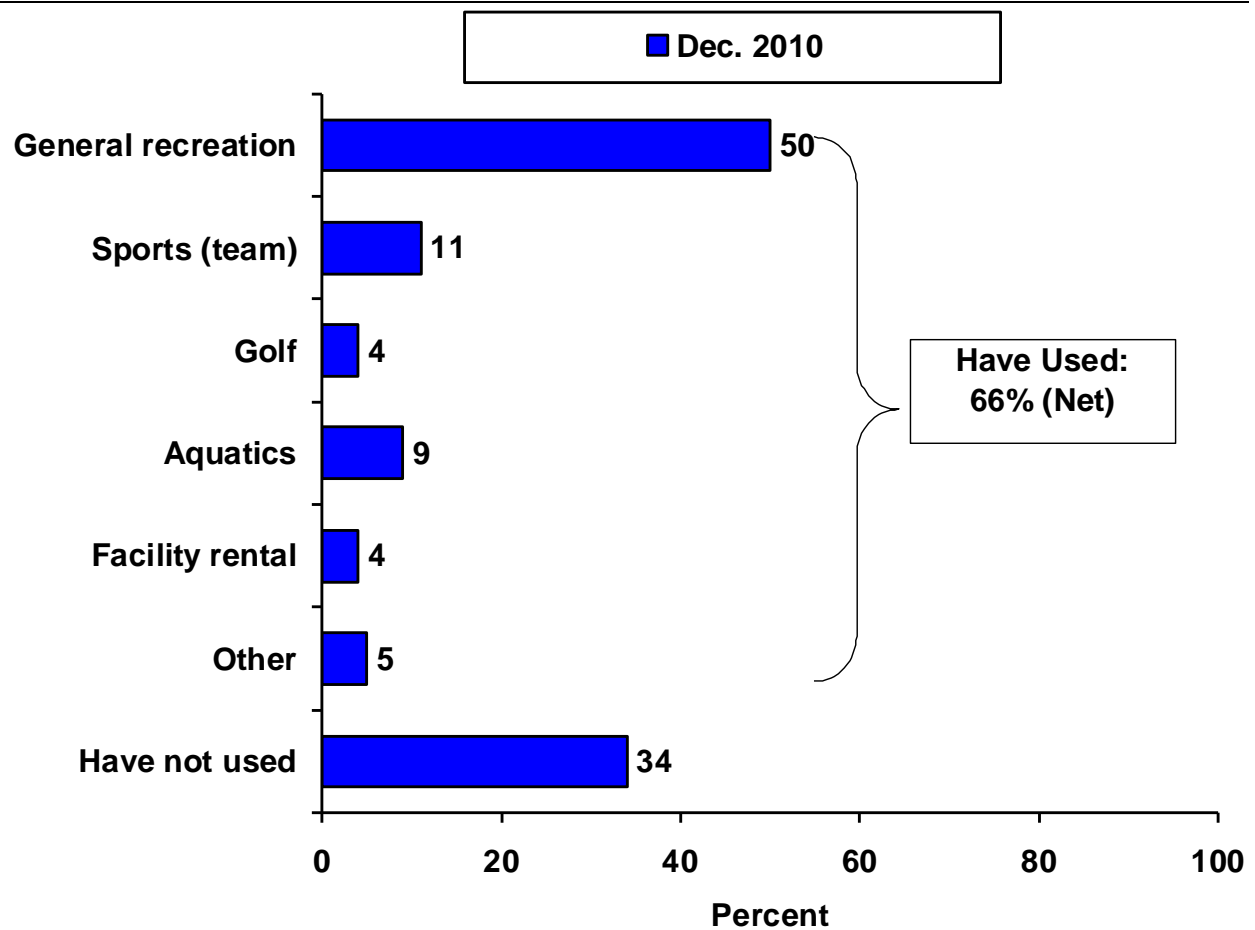


Question: Q11d. "Now, thinking about **police services** that the City provides, please rate each of the following, using a scale of "excellent," "good," "fair," and "poor."

Base: Respondents who have used Police Services in the past 12 months, excluding "don't knows." (Base Varies)

Note: This question asked beginning in 2010.

City Park/Facility Services Used in Past 12 Months

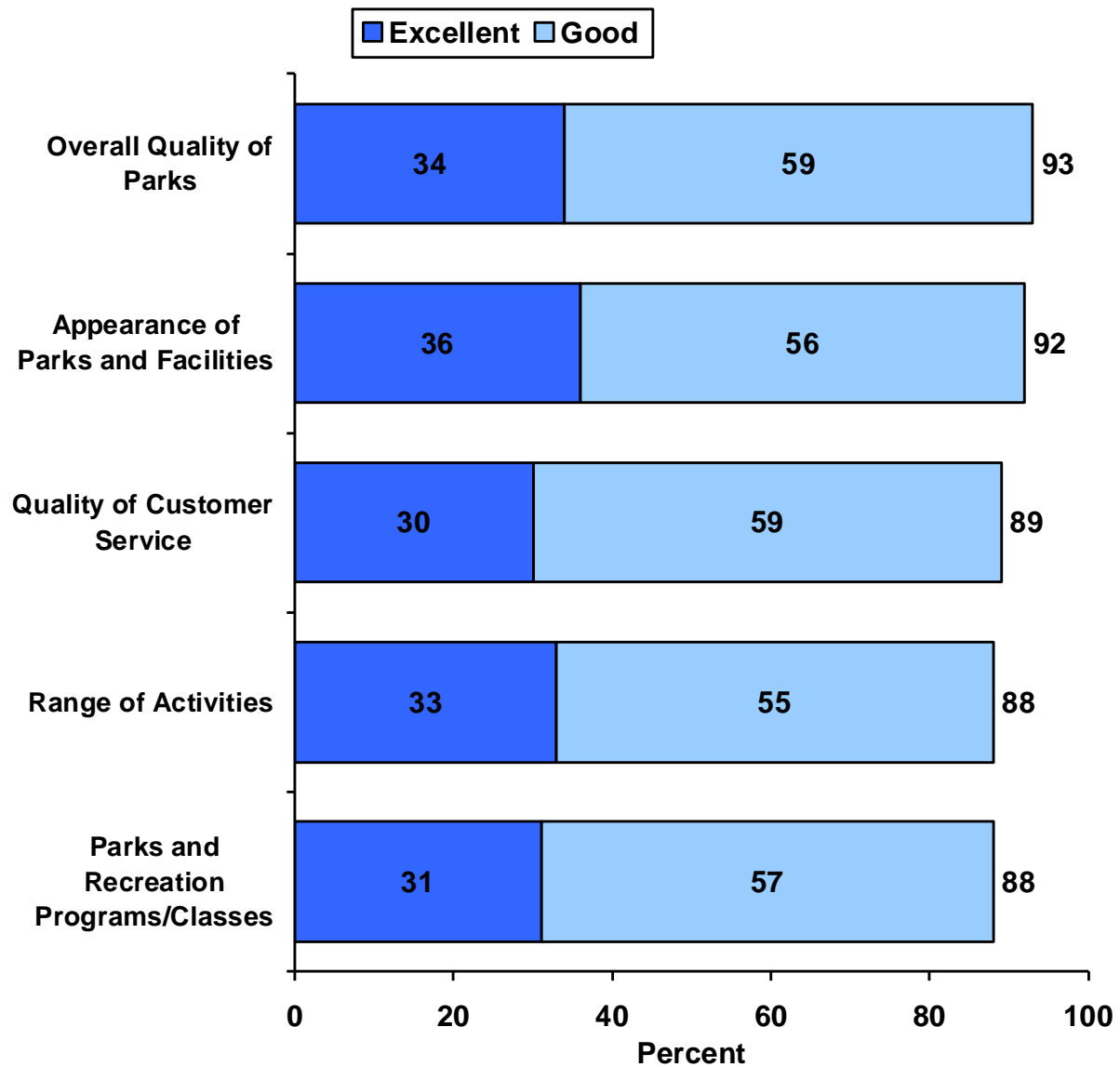


Question: Q11e. "If you have used a city park or facility over the past 12 months, what was the nature of the service?"

Base: Total respondents. (n=309)

Note: This question asked beginning in 2010.

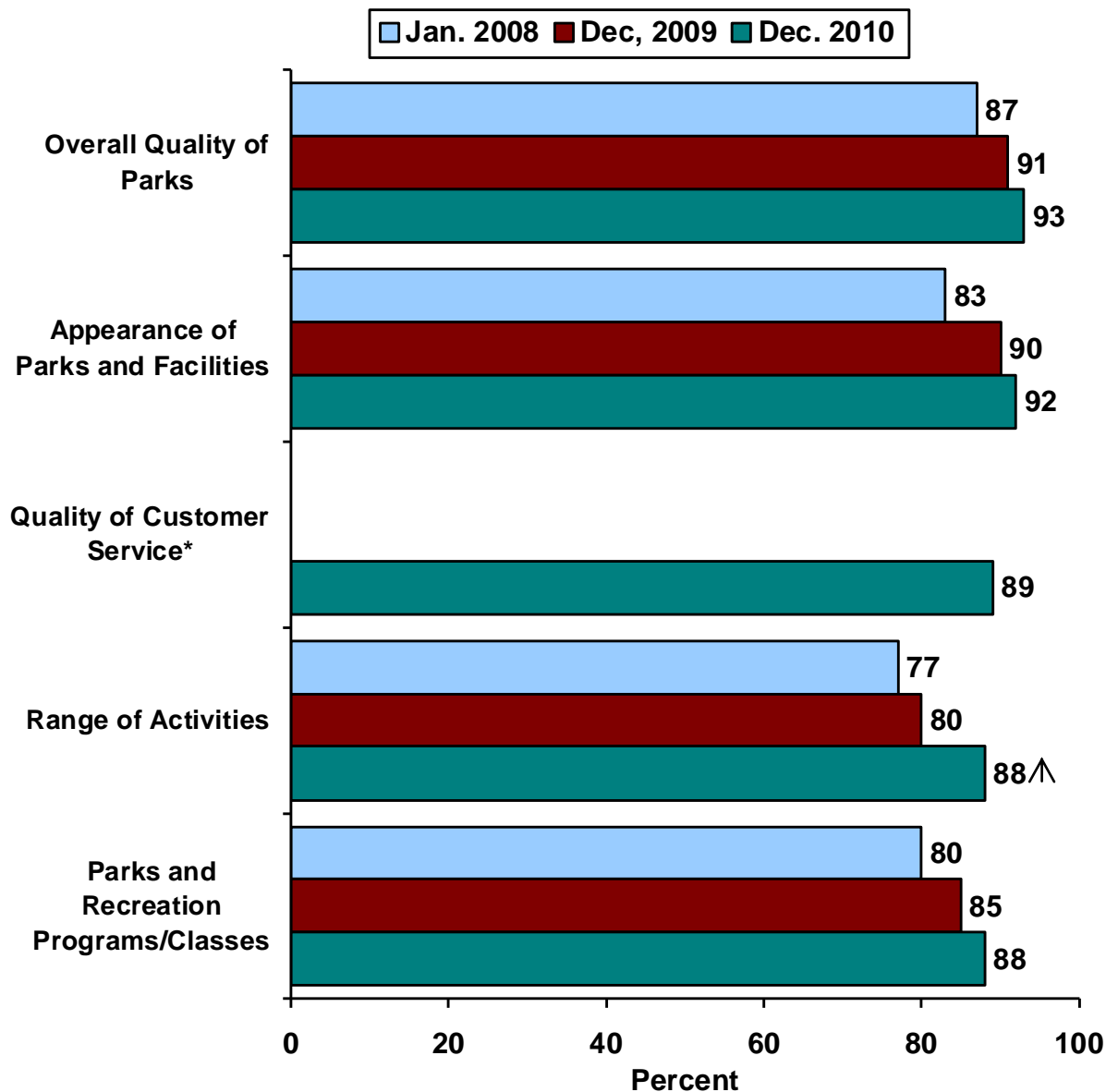
Ratings of Parks and Recreation Facilities



Question: Q12a. "Now, thinking about the Arlington parks and recreation facilities, please rate each of the following, using a scale of "excellent", "good", "fair", and "poor".

Base: Total respondents, excluding "don't knows." (Base Varies)

Ratings of Parks and Recreation Facilities – 3-Wave Trend (Top-Two Box—Excellent/Good)



Question: Q12a. "Now, thinking about the Arlington parks and recreation facilities, please rate each of the following, using a scale of "excellent", "good", "fair", and "poor".

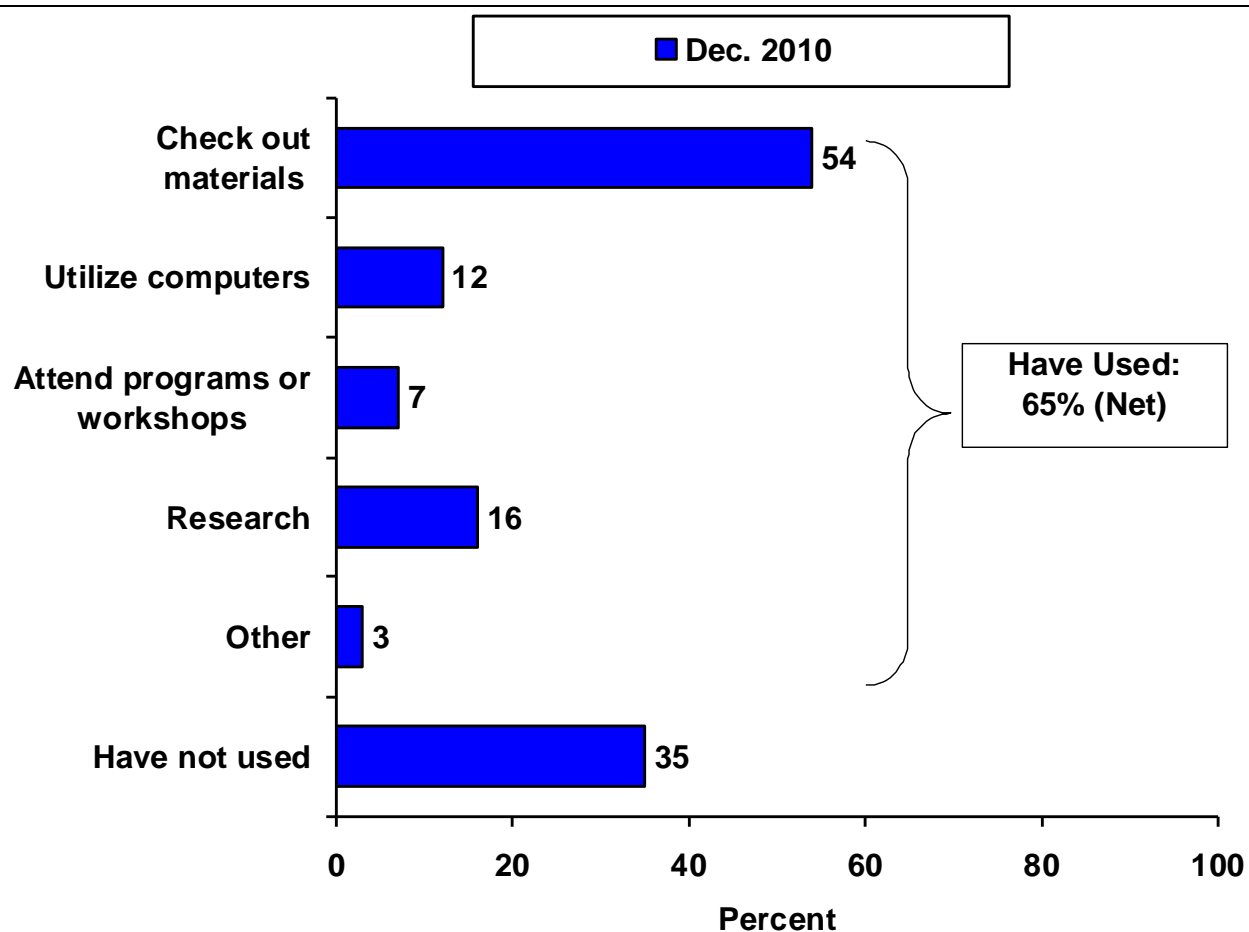
Base from 2009: Total respondents, excluding "don't knows." (Base Varies)

Base up to 2008: Have visited or used ... in past 12 months, excluding "don't knows." (Base Varies)

* Added in 2010.

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the **last wave in 2009**. A block "up" arrow (⇧) indicates a significant increase and a block "down" arrow (⇩) indicates a significant decrease from the **first wave in 2000** (i.e., difference significant at or above the 95% confidence level.)

City Library Services Used in Past 12 Months

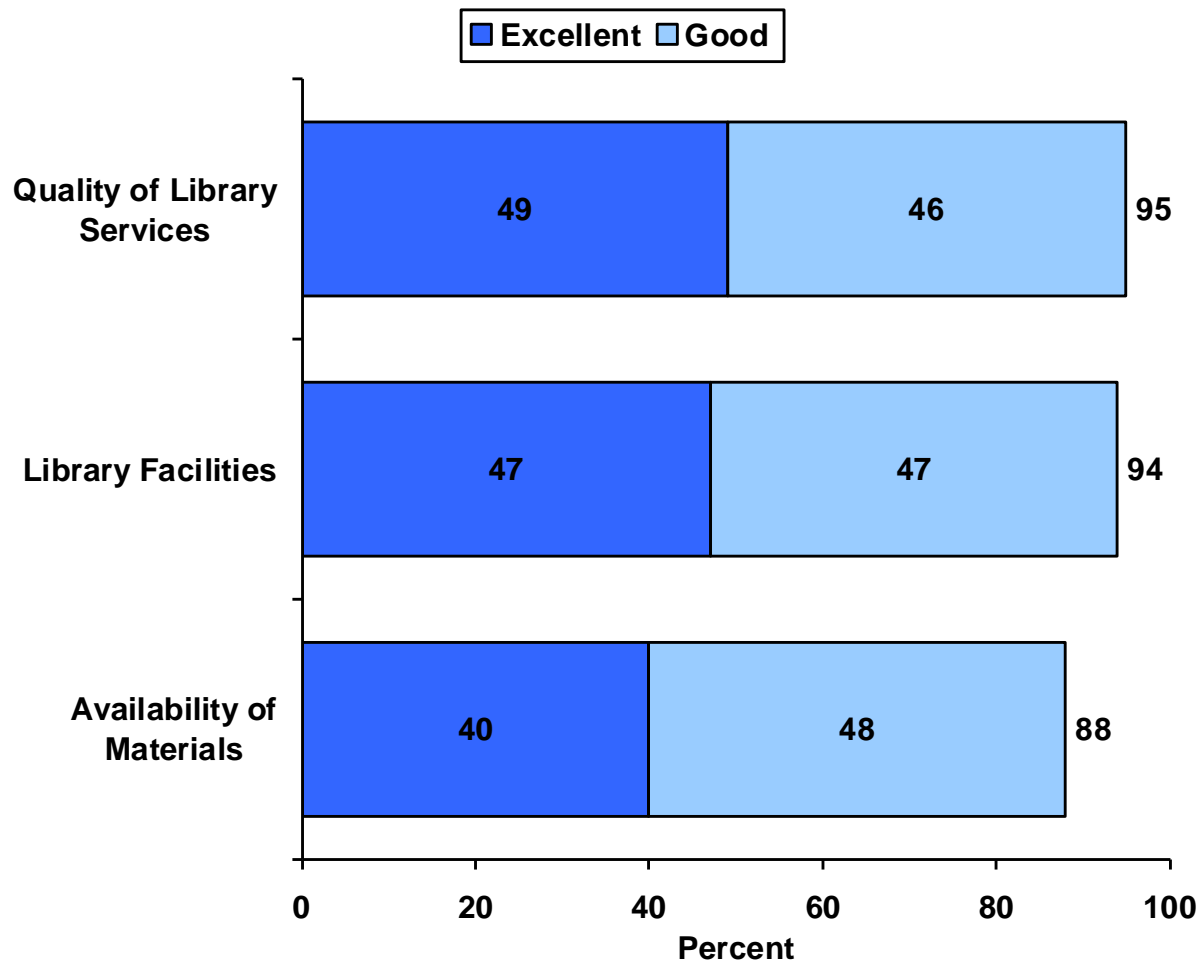


Question: Q12b. "If you, or anyone in your household, have used a city library over the past 12 months, what was the nature of the service?"

Base: Total respondents. (n=309)

Note: This question asked beginning in 2010.

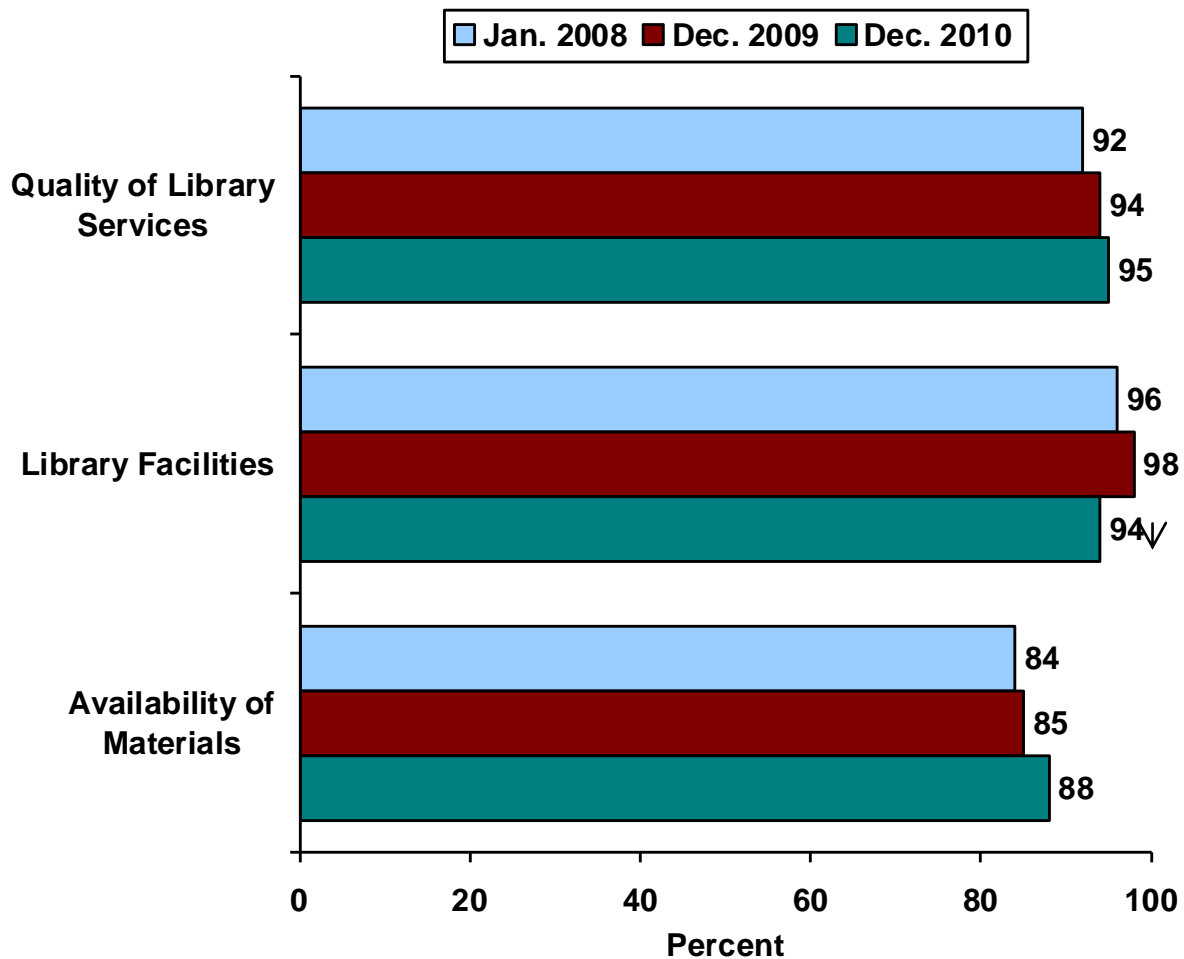
Ratings of Library Services/Facilities by Users



Question: Q13. "Thinking about the Arlington libraries that you, or anyone in your household, have visited or used in the past 12 months, please rate each of the following."

Base: Respondents who have visited a library in the past 12 months. (Base Varies)

Ratings of Library Services/Facilities by Users – 3-Wave Trend (Top-Two Box—Excellent/Good)

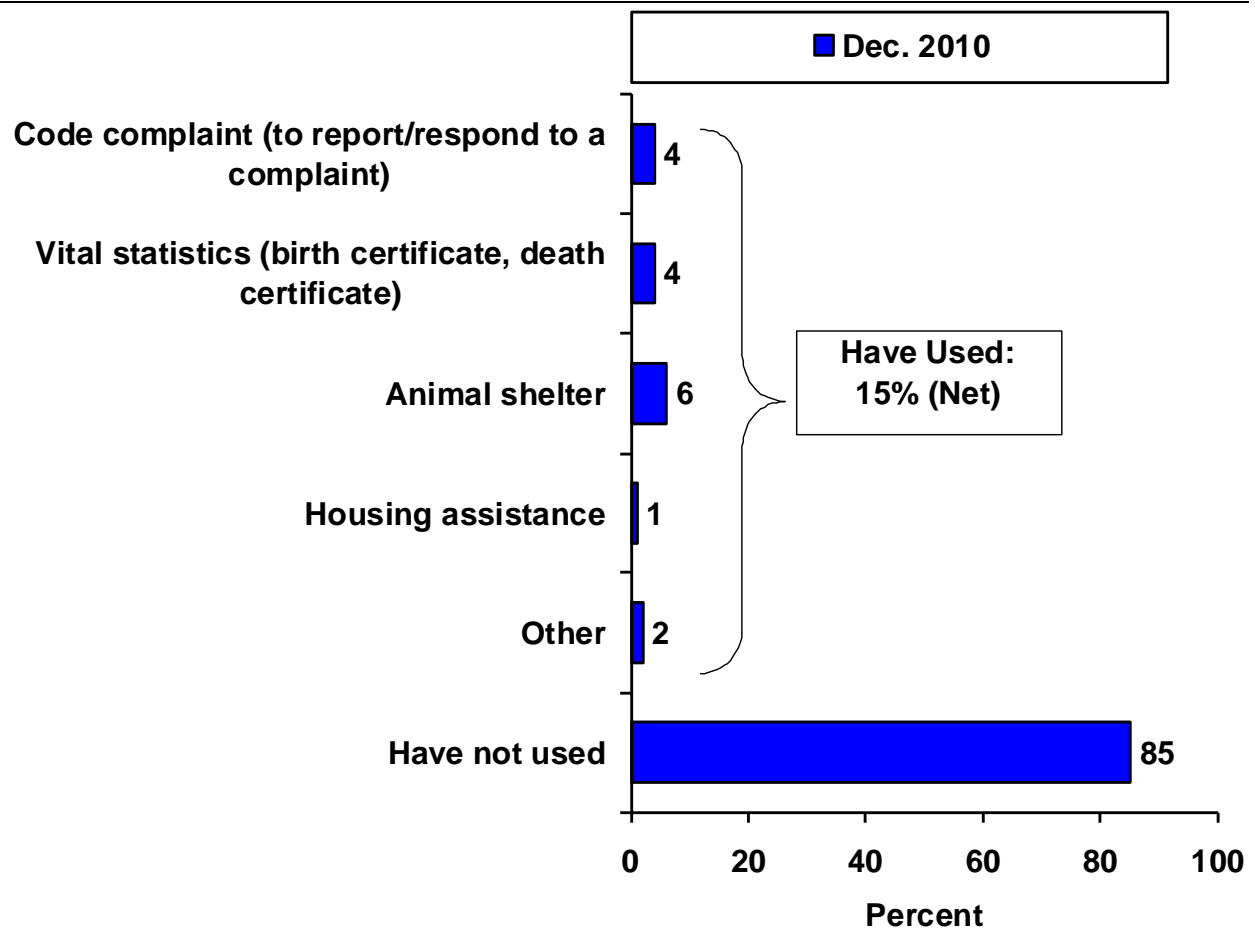


Question: Q13. "Thinking about the Arlington libraries that you, or anyone in your household, have visited or used in the past 12 months, please rate each of the following."

Base: Respondents who have visited a library in the past 12 months. (Base Varies)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the **last wave in 2009**. A block "up" arrow (⇧) indicates a significant increase and a block "down" arrow (⇩) indicates a significant decrease from the **first wave in 2000** (i.e., difference significant at or above the 95% confidence level.)

Community Services Used in Past 12 Months

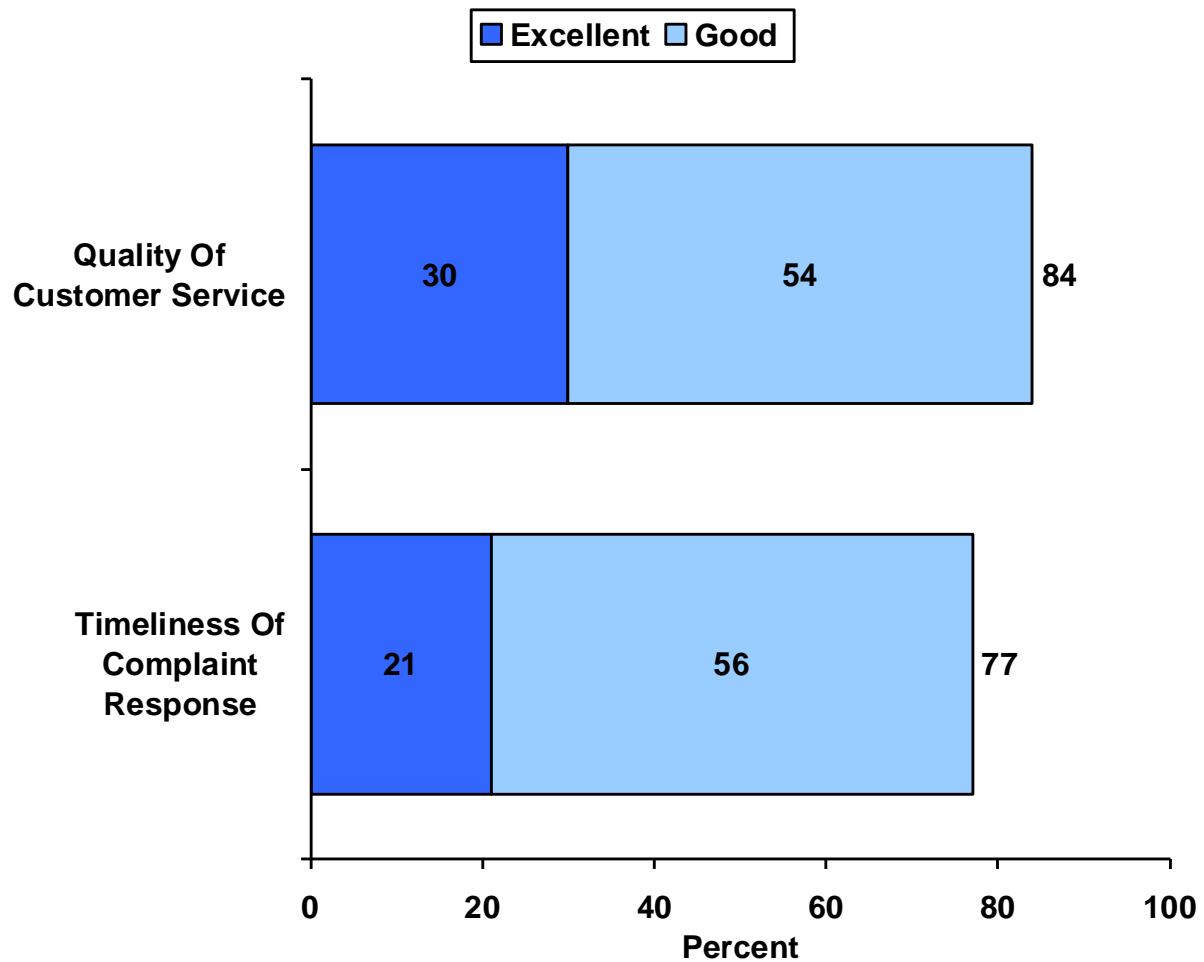


Question: Q13a. "If you have utilized community services over the past 12 months, what was the nature of the service?"

Base: Total respondents. (n=309)

Note: This question asked beginning in 2010.

Ratings of Community Services by Users

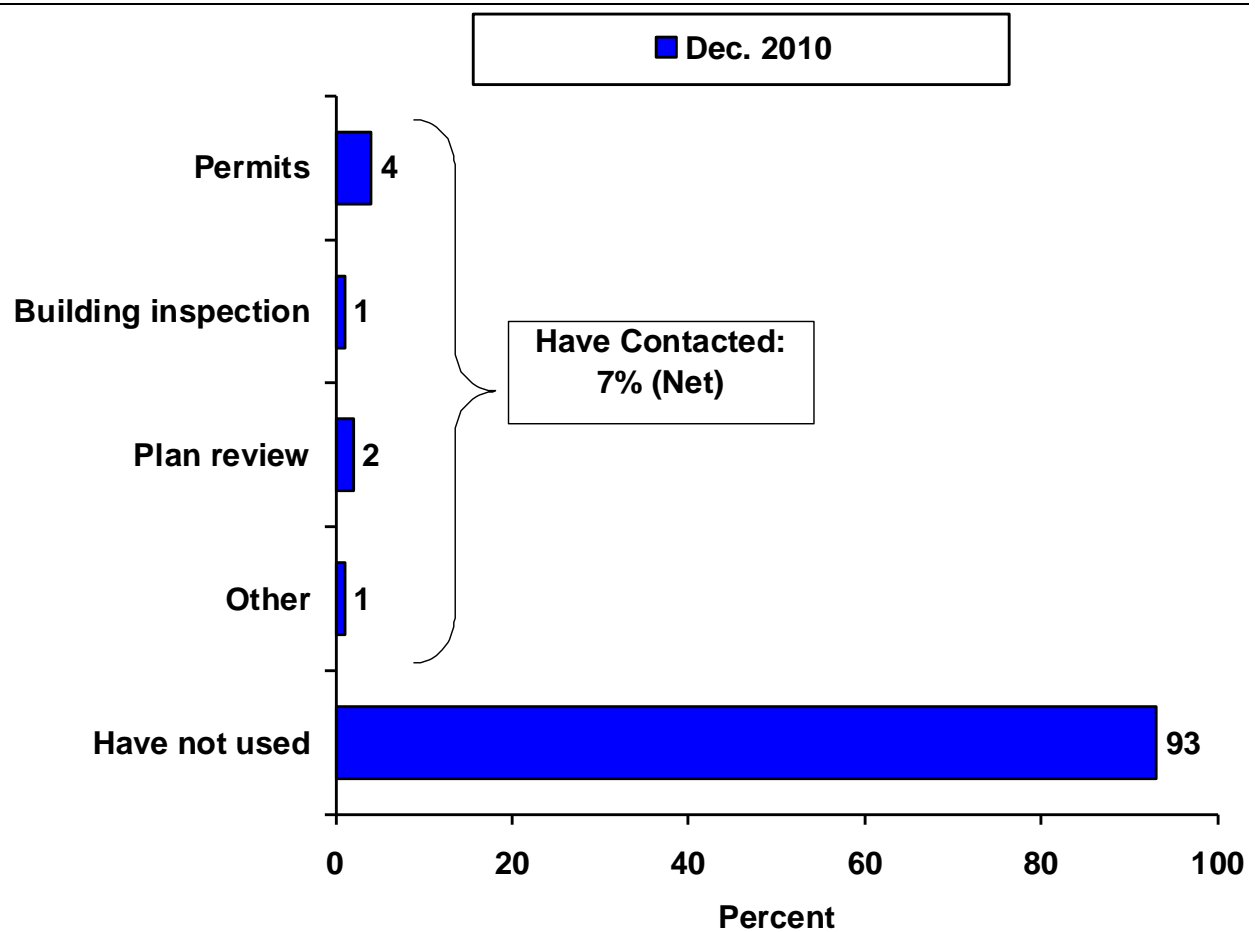


Question: Q13b. "Considering the services that community services provides, please rate each of the following, using a scale of "excellent," "good," "fair," and "poor."

Base: Respondents who have used Community Services in the past 12 months, excluding "don't knows." (Base Varies)

Note: This question asked beginning in 2010.

Services Planning Department Contacted for in Past 12 Months

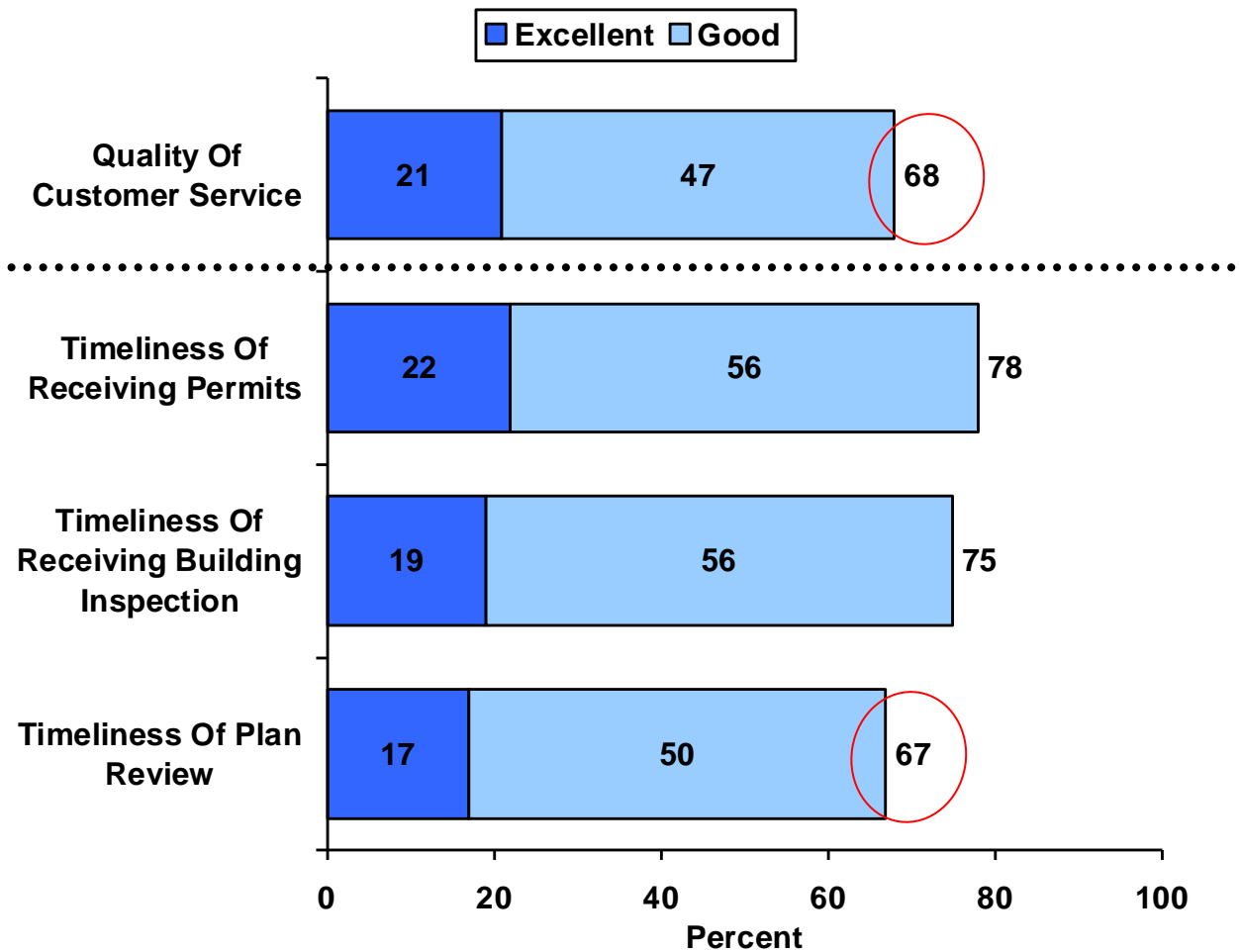


Question: Q13c. "If you have contacted the Planning Department over the past 12 months, what was the nature of the service?"

Base: Total respondents. (n=309)

Note: This question asked beginning in 2010.

Ratings of Planning Department Services by Users

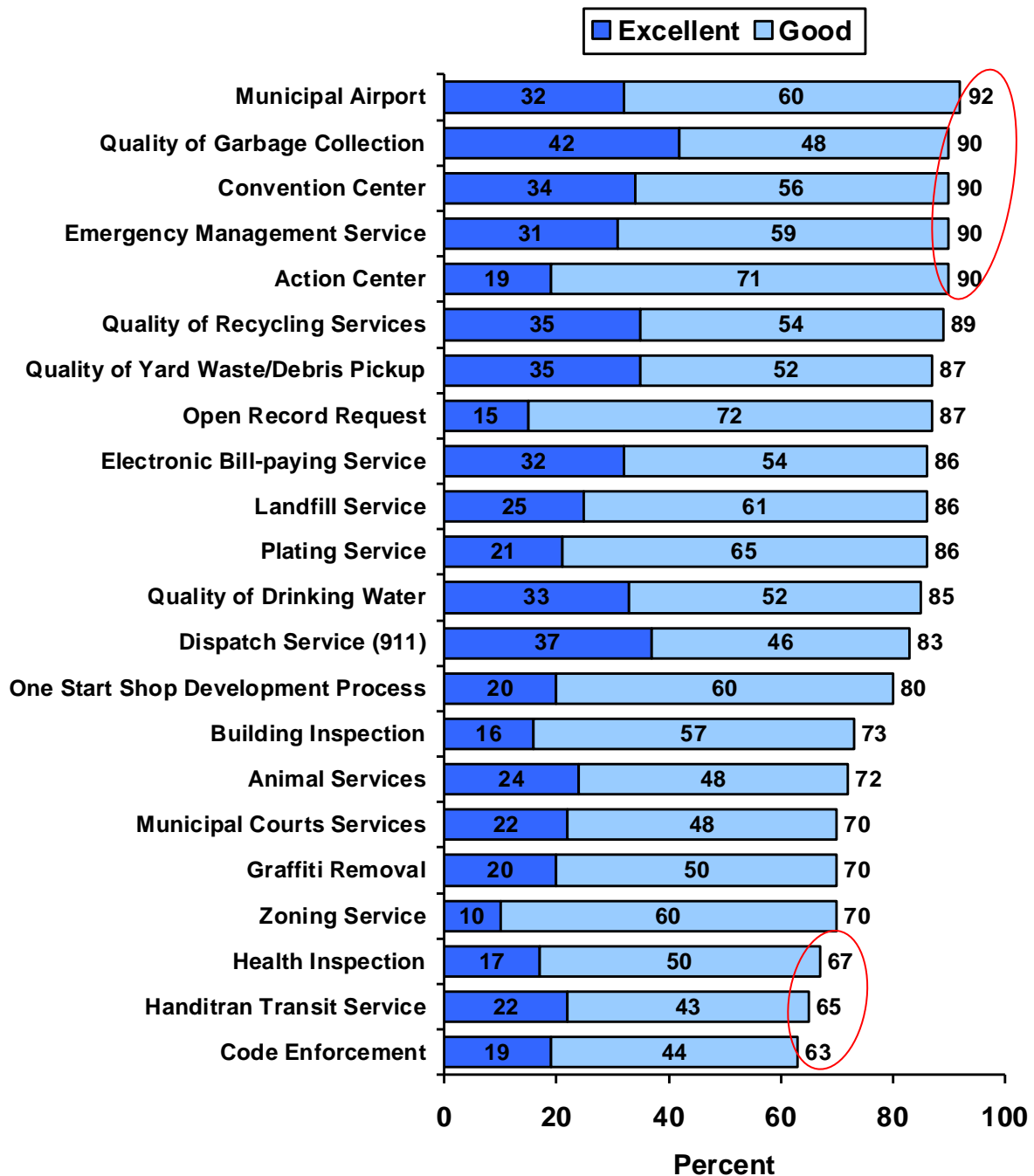


Question: Q13d. "Considering the services that community, planning and development provides, please rate each of the following, using a scale of "excellent," "good," "fair," and "poor."

Base: Respondents who have used community planning and development services in the past 12 months, excluding "don't knows." (Base Varies)

Note: This question asked beginning in 2010.

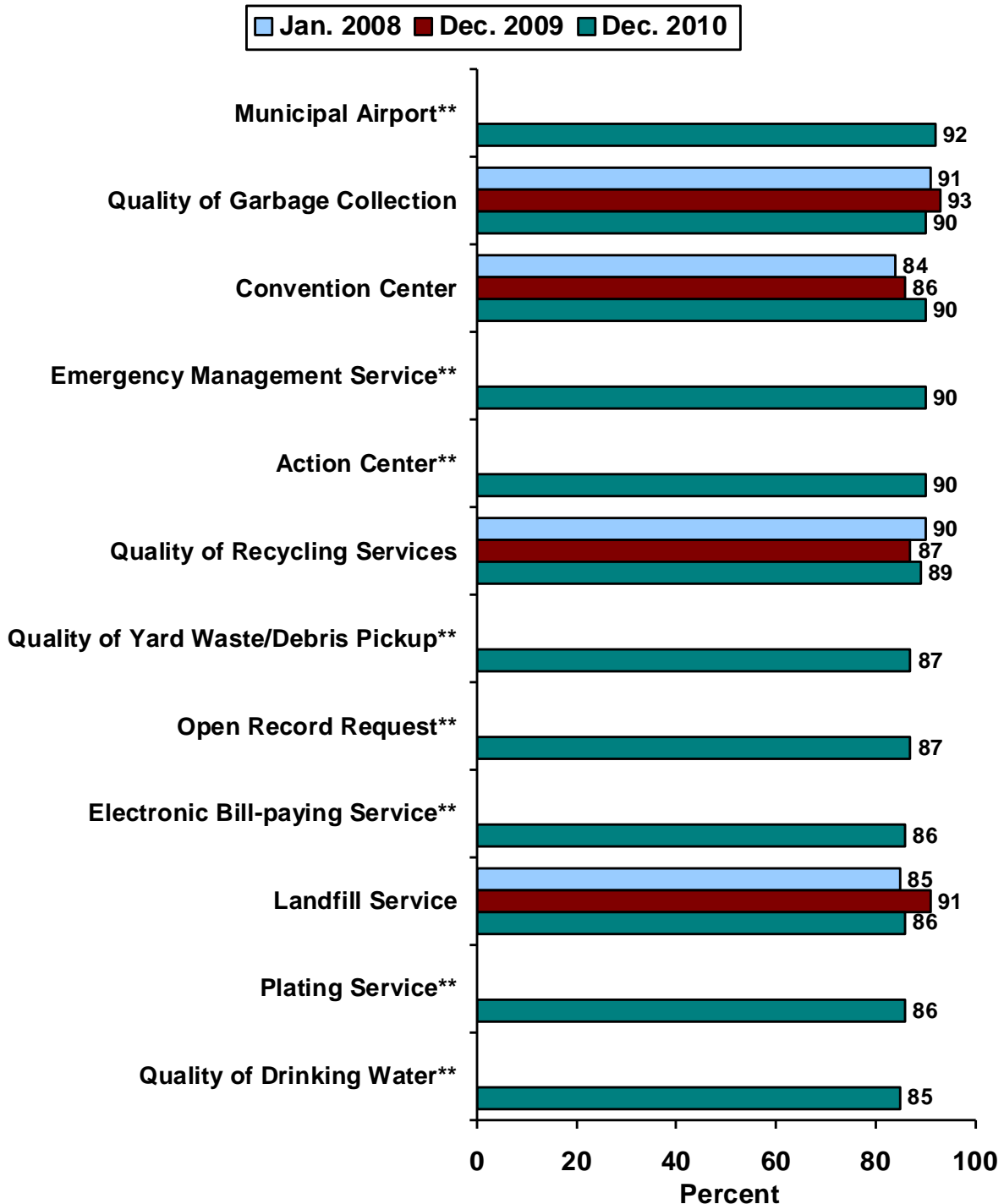
Ratings of Other City Services by Users



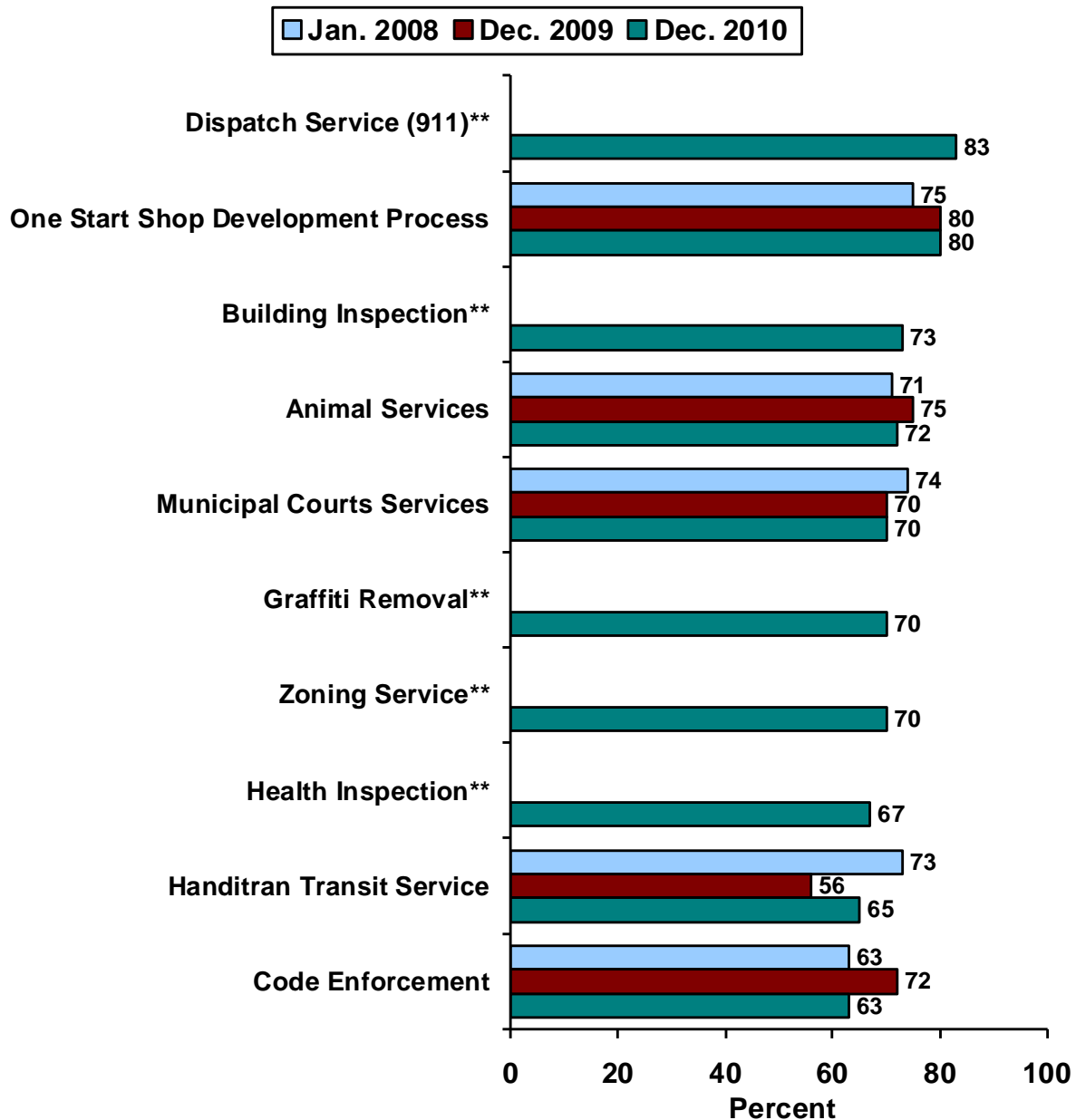
Question: Q11. "And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited **in the past 12 months**."

Base: Total respondents, excluding "don't knows." (Base Varies)

Ratings of Other City Services by Users – 3-Wave Trend* (Top-Two Box—Excellent/Good)



Ratings of Other City Services by Users – 3-Wave Trend* (Top-Two Box—Excellent/Good) (Cont.)



Question: Q11. "And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited ***in the past 12 months.***"

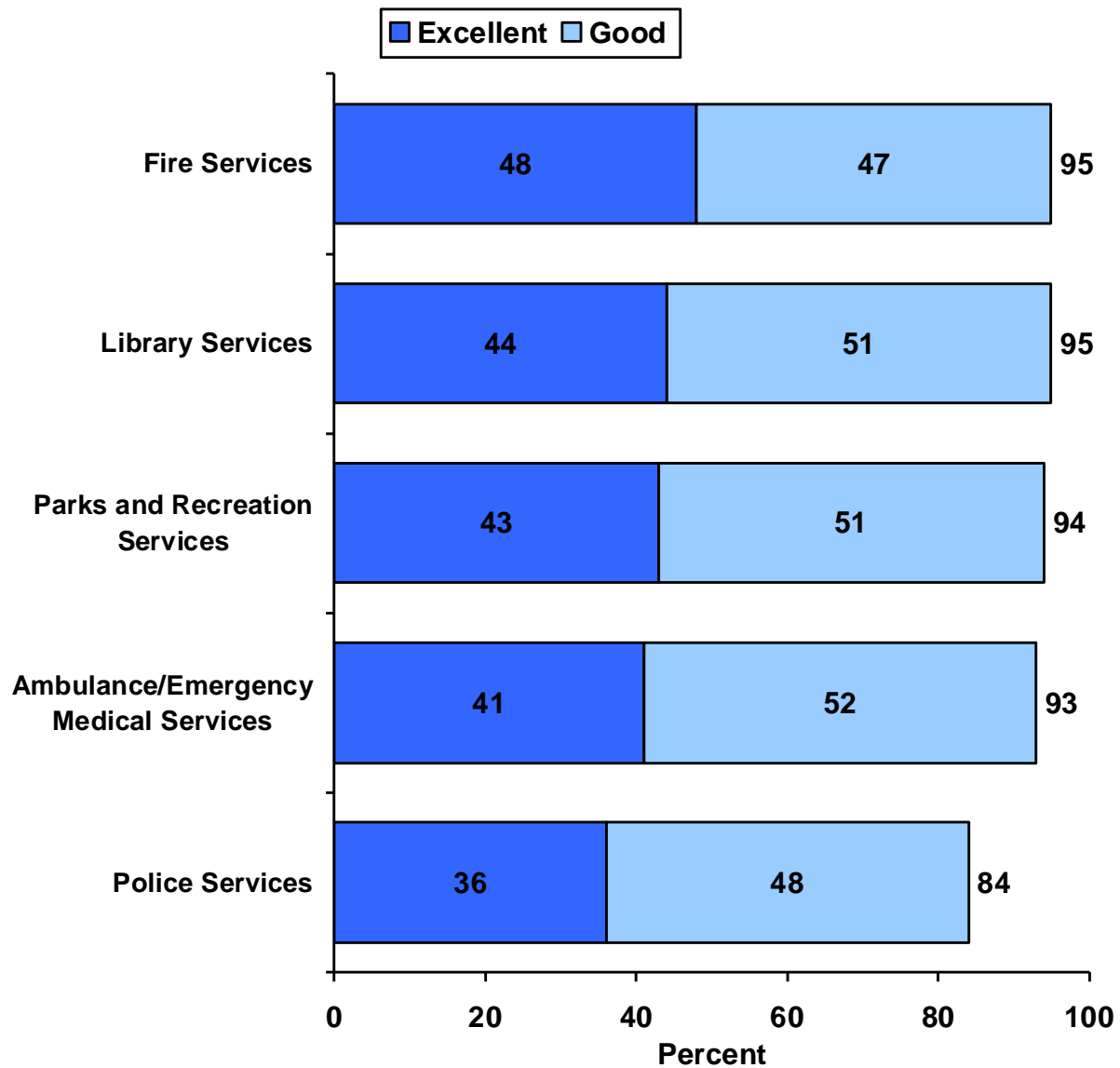
Base: Total respondents, excluding "don't knows." (Base Varies)

* Trend charts by attribute since 2000 are included in the Appendix.

** Added services in 2010.

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the ***last wave in 2009.*** A block "up" arrow (⇧) indicates a significant increase and a block "down" arrow (⇩) indicates a significant decrease from the ***first wave in 2000*** (i.e., difference significant at or above the 95% confidence level.)

Perceptions of “Quality of Services in the City” by All Citizens



Question: Q11aX. “Whether or not you’ve had direct contact with the Fire Department, please provide your opinion on the following, using a scale of “excellent”, “good”, “fair”, and “poor”.

Q11bX. “Whether or not you’ve had direct contact or experience with ambulance services or emergency medical services in the city, how would you rate quality of ambulance services or emergency medical services in the city?”

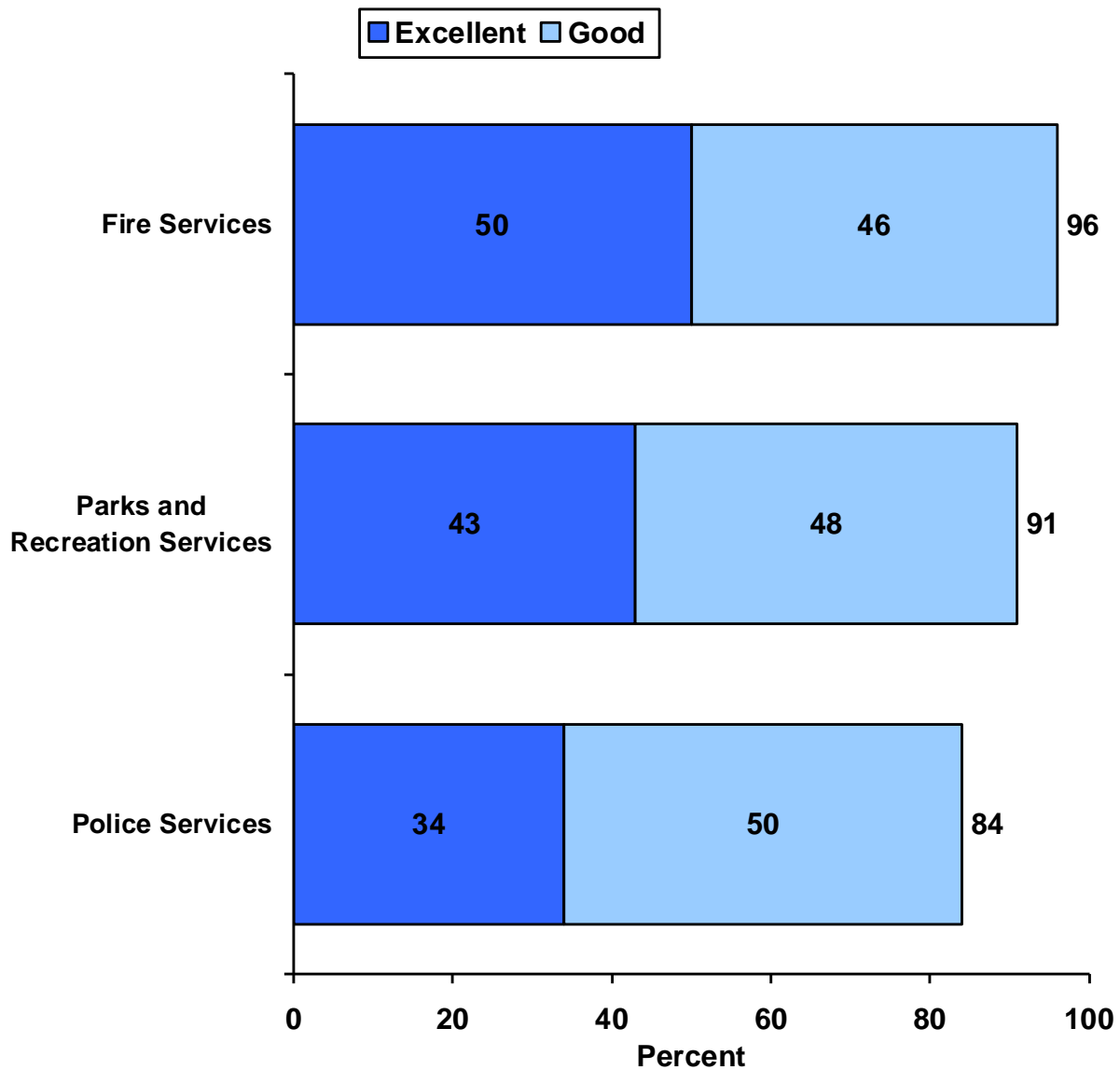
Q11dX. “Whether or not you’ve had direct contact with the Police Department, please provide your opinion on the following, using a scale of “excellent”, “good”, “fair”, and “poor”.

Q12aX. “Whether or not you’ve had direct contact with the Parks & Recreation Department, please provide your opinion on the following, using a scale of “excellent”, “good”, “fair”, and “poor”.

Q13. “Whether or not you, or anyone in your household, have visited or used an Arlington library, please rate each of the following, using a scale of “excellent”, “good”, “fair”, and “poor”.

Base: Total respondents, excluding “don’t knows.” (Base Varies)

Perceptions of “Availability of Services” by All Citizens



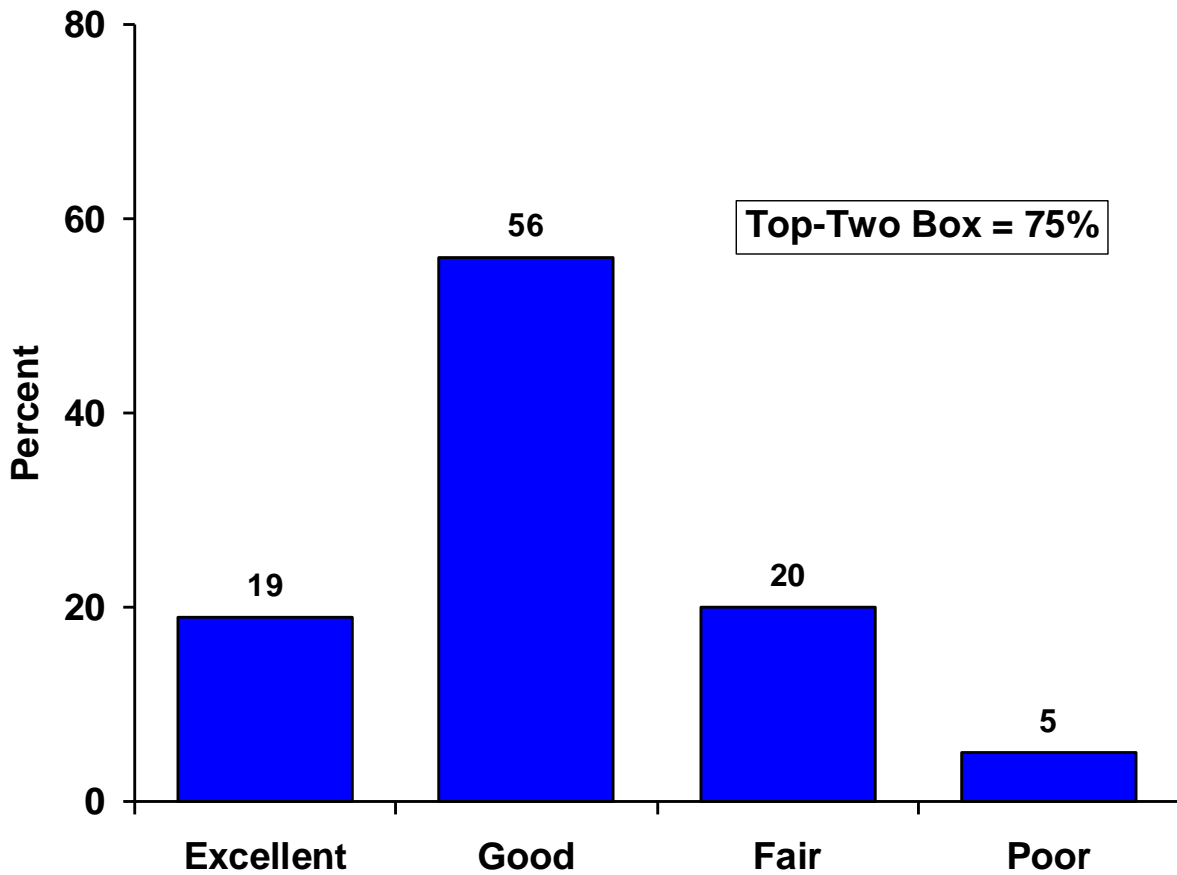
Question: Q11aX. “Whether or not you’ve had direct contact with the Fire Department, please provide your opinion on the following, using a scale of “excellent”, “good”, “fair”, and “poor”.

Q11dX. “Whether or not you’ve had direct contact with the Police Department, please provide your opinion on the following, using a scale of “excellent”, “good”, “fair”, and “poor”.

Q12aX. “Whether or not you’ve had direct contact with the Parks & Recreation Department, please provide your opinion on the following, using a scale of “excellent”, “good”, “fair”, and “poor”.

Base: Total respondents, excluding “don’t knows.” (Base Varies)

Overall Rating of Customer Service by City

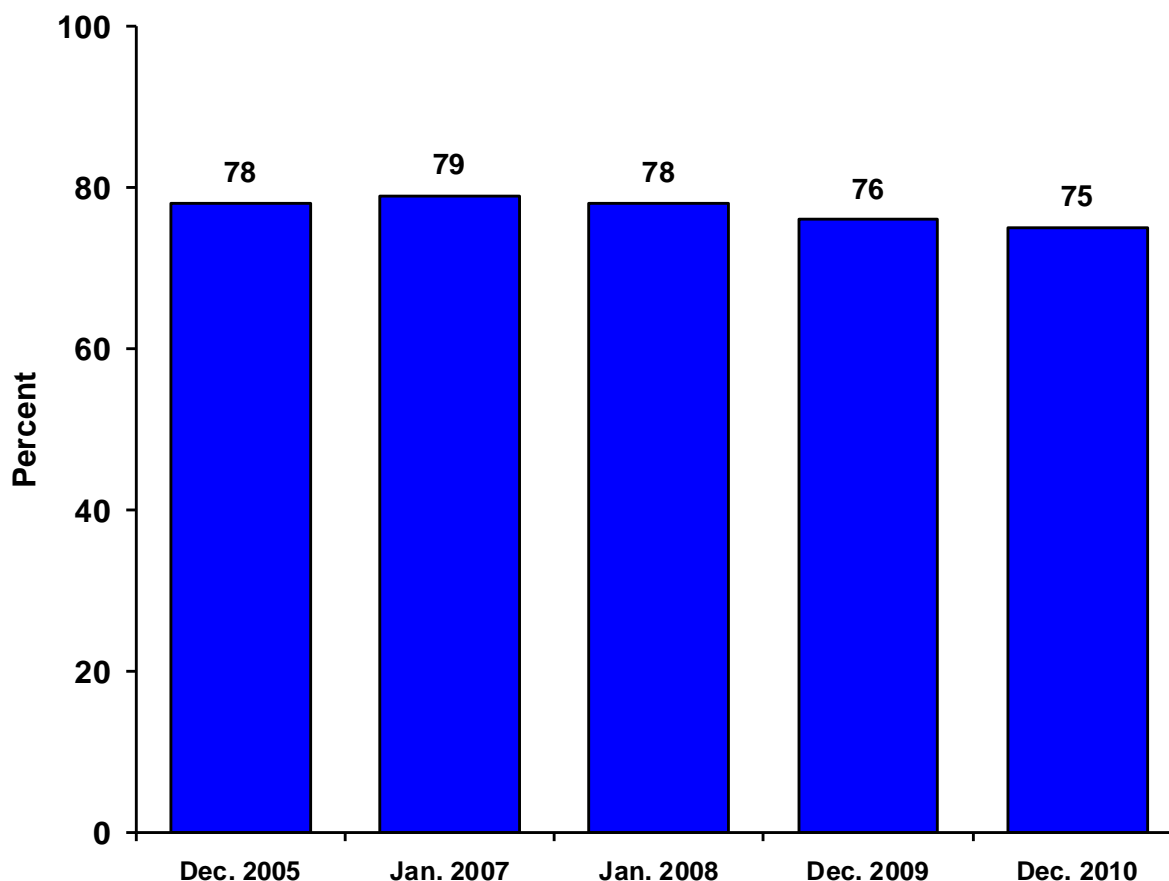


Question: Q6. "Overall, how would you rate the level of customer service provided by City of Arlington departments?"

Base: Total respondents, excluding "don't knows." (n=299)

Note: This question asked beginning in 2005.

Overall Rating of Customer Service by City - Trend (Top-Two Box—Excellent/Good)



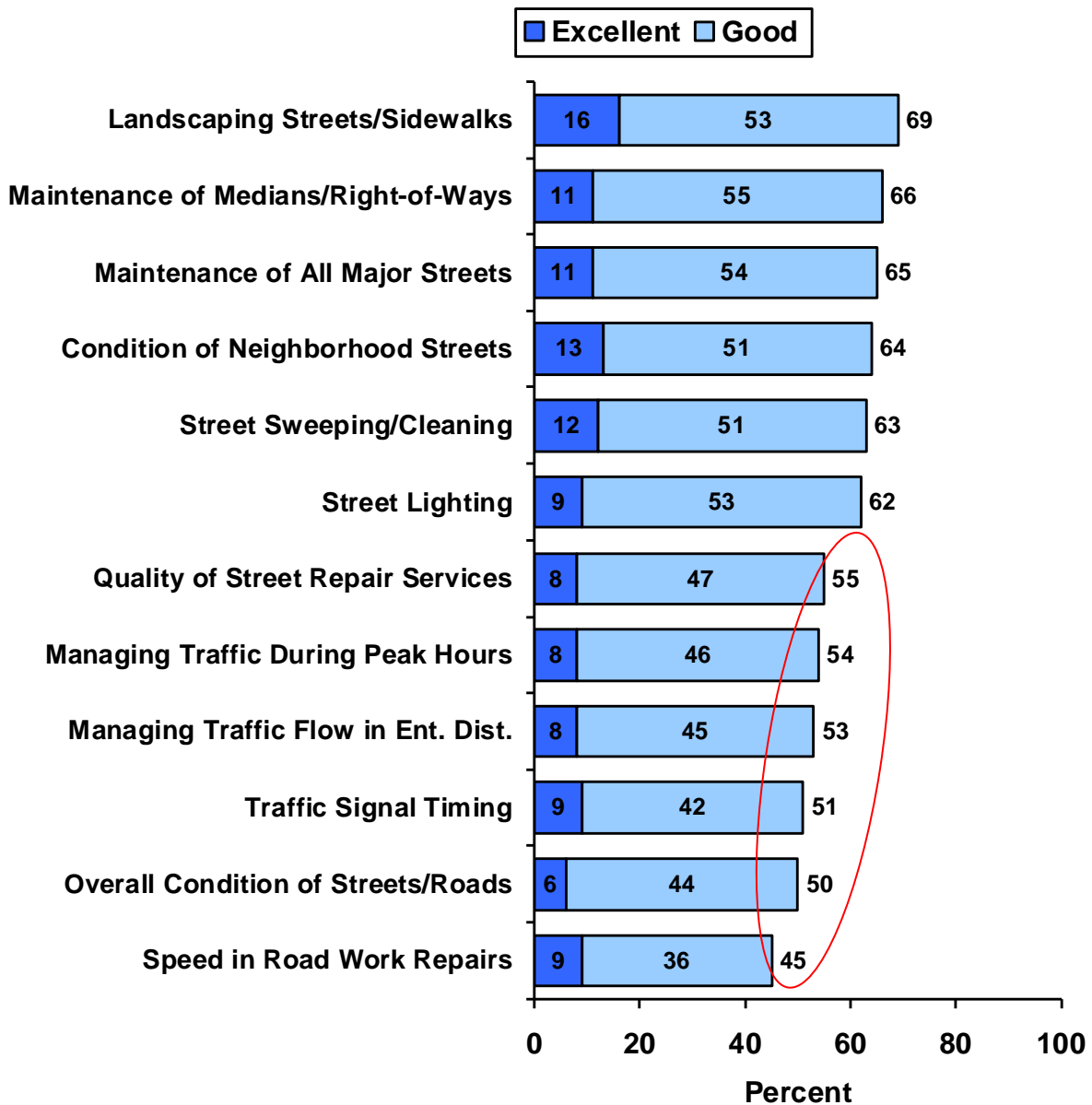
Question: Q6. "Overall, how would you rate the level of customer service provided by City Of Arlington departments?"

Base: Total respondents, excluding "don't knows." (2005 n= 416; 2007 n=425; 2008 n=418; 2009 n=382; 2010 n=299)

Note: This question asked beginning in 2005.

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the **last wave in 2009**. A block "up" arrow (⇑) indicates a significant increase and a block "down" arrow (⇓) indicates a significant decrease from the **first wave in 2000** (i.e., difference significant at or above the 95% confidence level.)

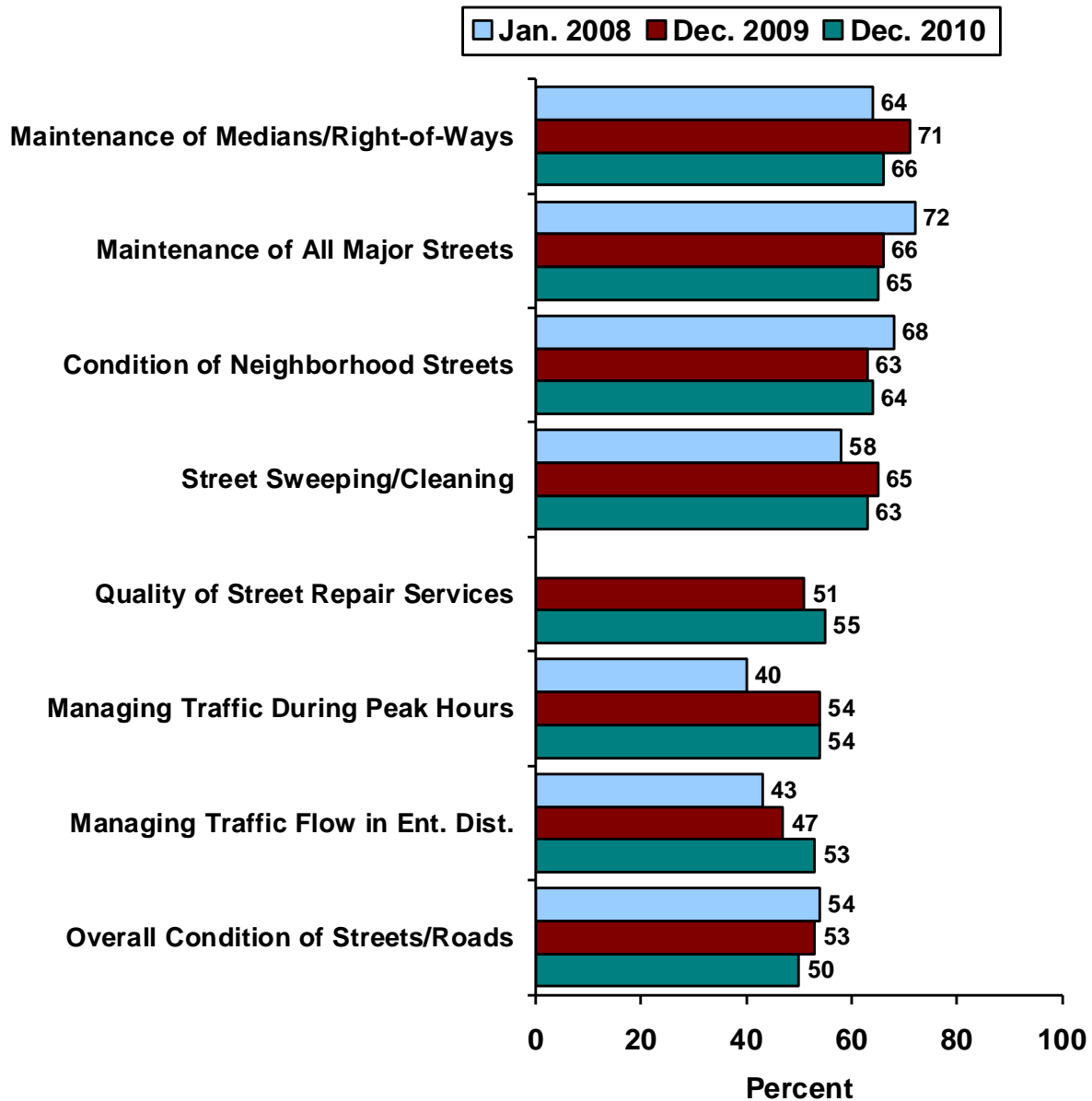
Ratings of Streets by Attribute



Question: Q14. "Thinking about the streets and roads in Arlington, how would you rate the following?"

Base: Total respondents, excluding "don't knows." (Base Varies)

Ratings of Streets by Attribute – 3-Wave Trend (Top-Two Box—Excellent/Good)



Question: Q14. "Thinking about the streets and roads in Arlington, how would you rate the following?"

Base: Total respondents, excluding "don't knows." (Base Varies)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the **last wave in 2009**. A block "up" arrow (⇧) indicates a significant increase and a block "down" arrow (⇩) indicates a significant decrease from the **first wave in 2000** (i.e., difference significant at or above the 95% confidence level.)

Perceptions of City's Initiatives and Communication Efforts

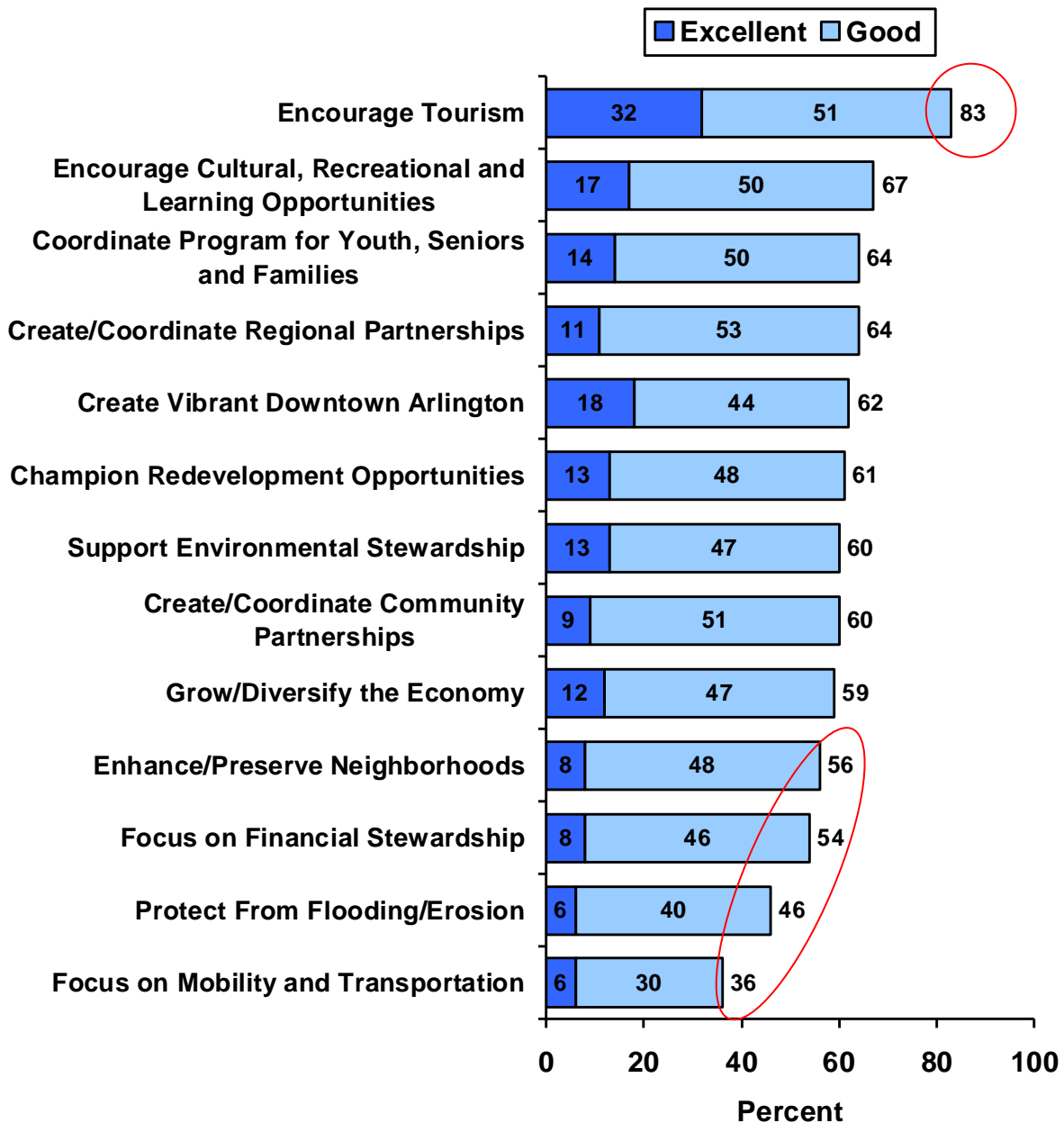
The city's initiatives and projects/campaigns are rated with a wide range of top-two-box ratings, from 36% to 83%, indicating a mix of favor and disfavor. The city's efforts in encouraging tourism are perceived very positively (83% "excellent" or "good"). Conversely, compared to the other city initiatives and projects/campaigns, the city's projects that ***need some improvement*** (rated fewer than 60% top-two-box ratings) are:

- Focusing on mobility and transportation
- Protecting from flooding and erosion
- Focusing on financial stewardship
- Enhancing and preserving neighborhoods.

Over three-quarters of Arlington residents feel that they would get answers they need when they call or visit a city facility. Also, most tend to agree that city employees either provide the answer or find someone who can. However, only about half agree that they would get the same answer when they ask the same question from different city employees. This suggests a possible lack of uniform guidelines in communications with citizens.

The majority of citizens report they use TV and Internet (60% each) to keep up with Arlington. All city's communication channels are rated moderately high, with the city website being the highest at a top-two-box rating of 83%, followed by the council website and city TV channels (both 76% top-two-box).

Ratings of City Efforts on Initiatives

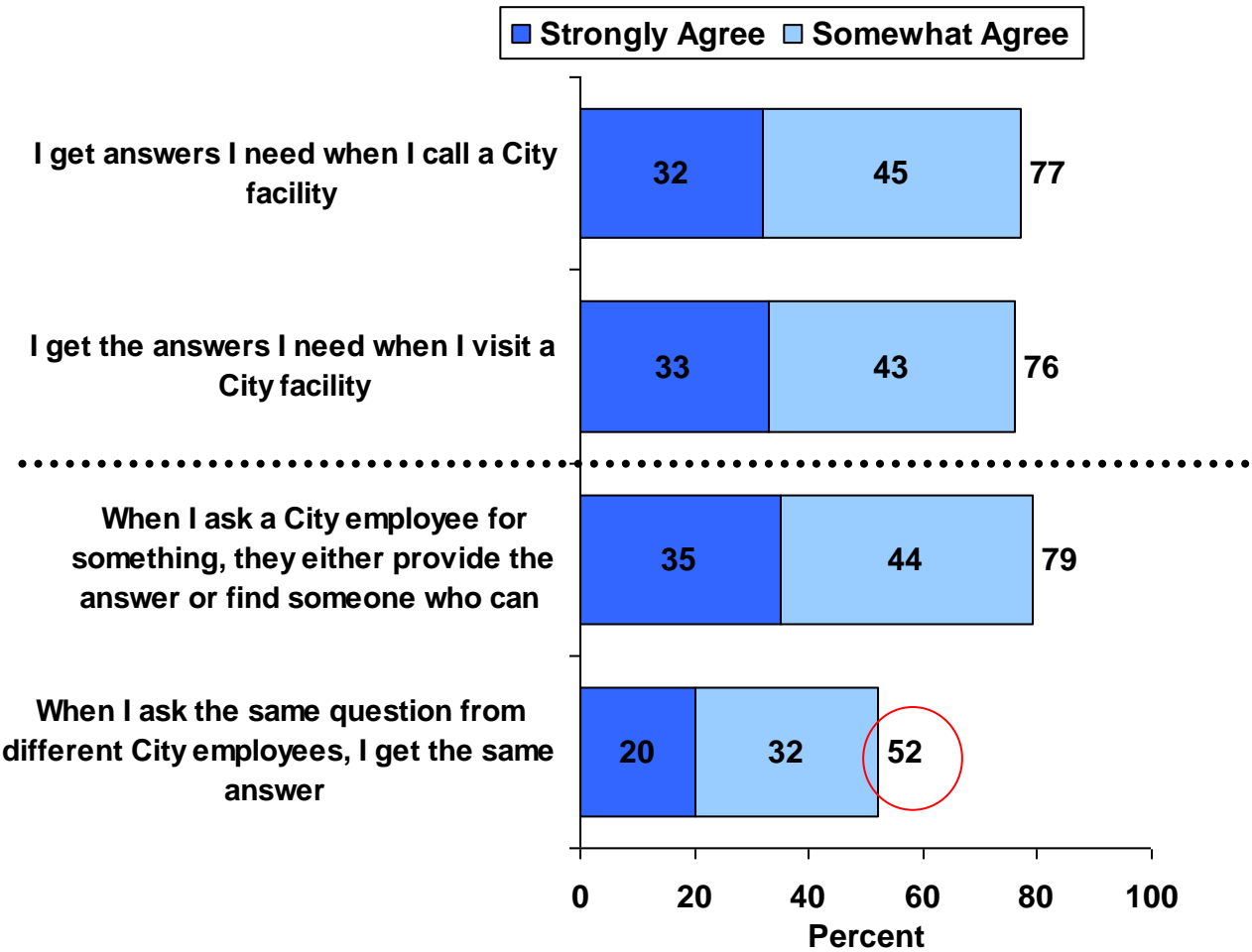


Question: Q20a. "How would you rate the City's efforts in the following areas, using a scale of "excellent," "good," "fair," and "poor"?"

Base: Total respondents, excluding "don't knows." (Base Varies)

Note: This question asked beginning in 2009.

Ratings of City Council/Staff

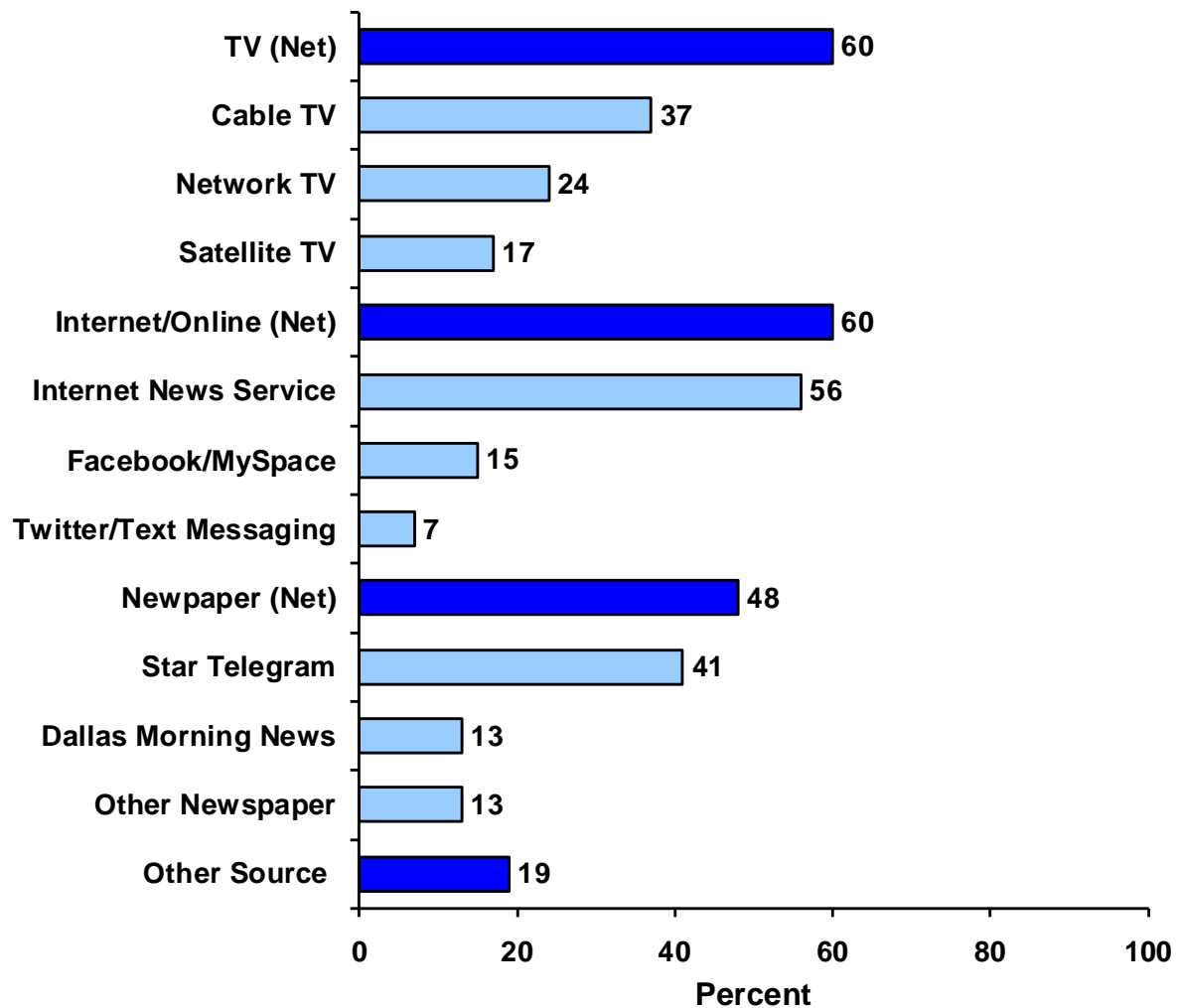


Question: Q16b. "Based on your impression or experience, how much would you agree or disagree with the following statements, using a scale of "strongly agree," "somewhat agree," "Neither agree nor disagree," "somewhat disagree," and "strongly disagree."

Base: Total respondents, excluding "don't knows." (Base Varies)

Note: This question asked beginning in 2010.

Information Service Used to Keep up With Arlington

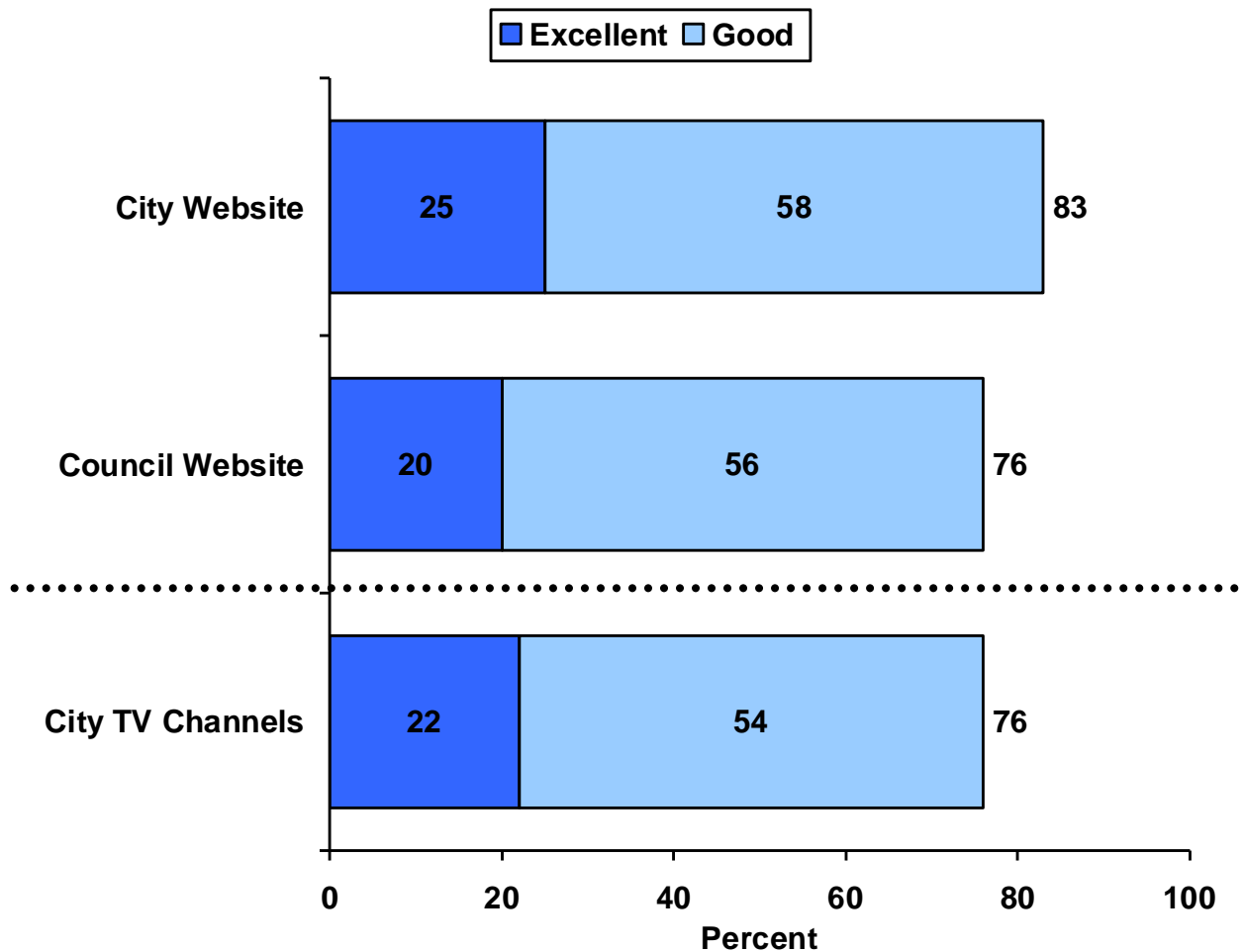


Question: Q28c. "What type of information service do you use to keep up with Arlington?"

Question added in 2009.

Base: Total respondents. (n=300)

Ratings of City's Communication Channels by Users



Question: Q11. "And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited ***in the past 12 months.***"

Base: Total respondents, excluding "don't knows." (Base Varies)

* Question added in 2010.

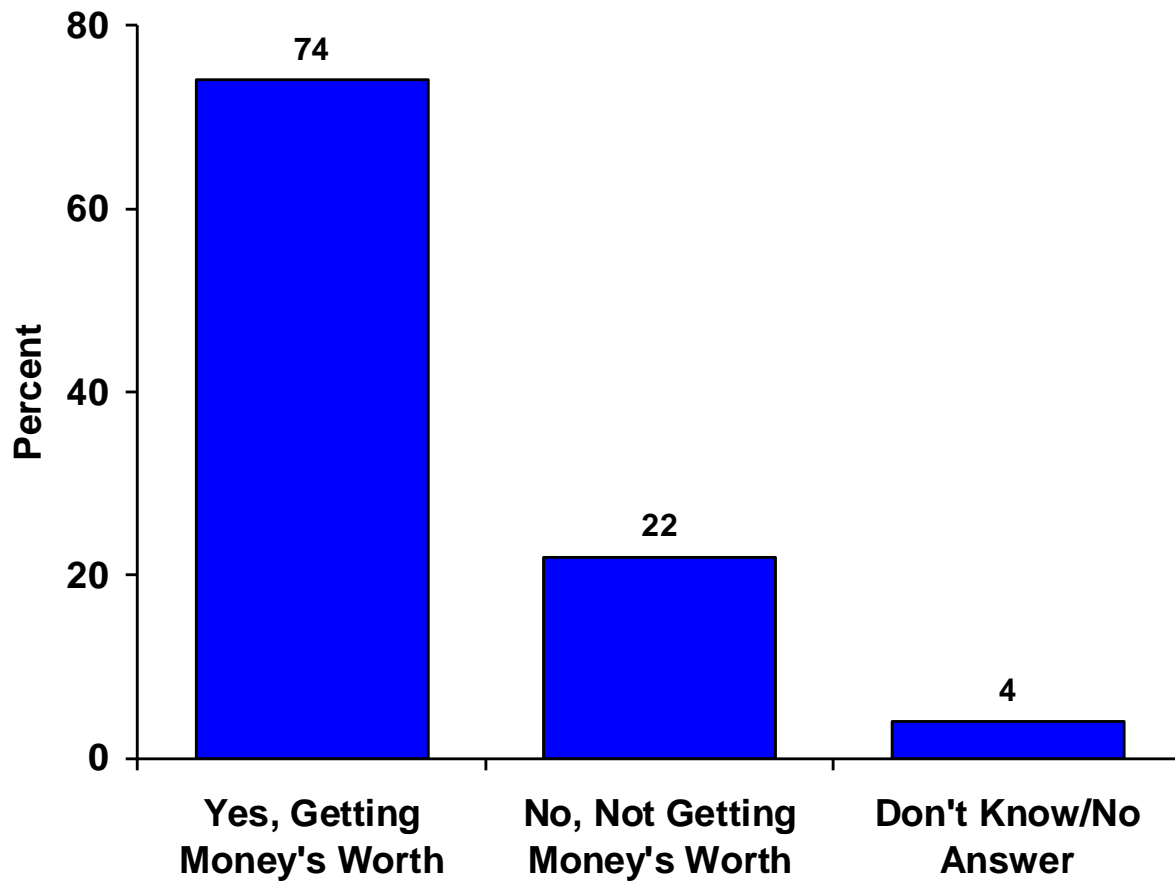
Fees and Taxes

Most residents feel they are getting their money's worth when it comes to the services the city provides for the taxes they pay. Similar to last year, about three out of four residents say they are getting their money's worth.

Consistent with the past years, most respondents say they would prefer the city keep taxes and services about where they are.

The vast majority of citizens (89%) are aware of city's fund sources through a portion of property, sales, and other taxes.

Overall Rating of Arlington City Services On Getting Money's Worth for Tax Dollars

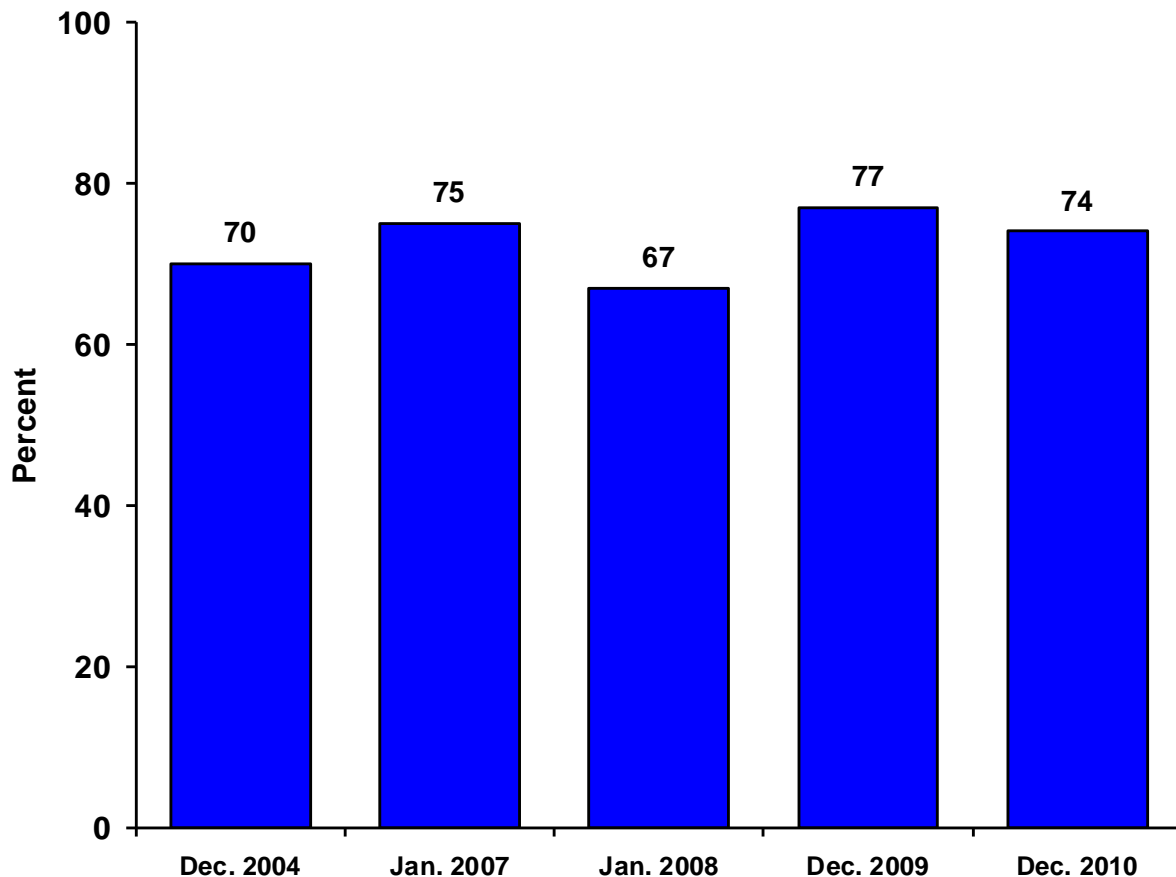


Question: Q21. "Thinking about the services and facilities that the city provides, do you feel that you are getting your money's worth for your tax dollars, or not?"

Base: Total respondents. (n=309)

Overall Rating of Arlington City Services – Trend

On Getting Money's Worth for Tax Dollars

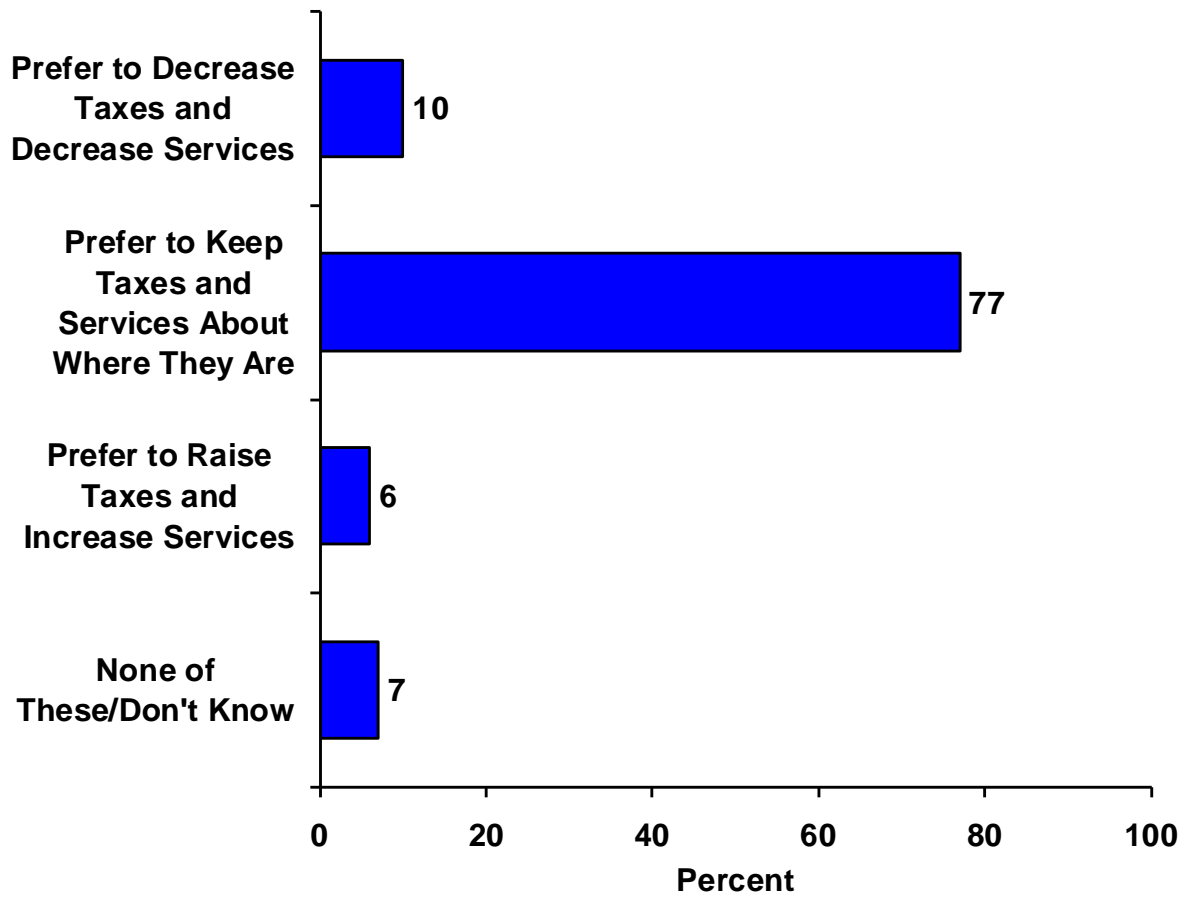


Question: Q21. "Thinking about the services and facilities that the city provides, do you feel that you are getting your money's worth for your tax dollars, or not?"

Base: Total respondents. (2004 n=443; 2007 n=445; 2008 n=437; 2009 n=400; 2010 n=309)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the **last wave in 2009**. A block "up" arrow (⇑) indicates a significant increase and a block "down" arrow (⇓) indicates a significant decrease from the **first wave in 2000** (i.e., difference significant at or above the 95% confidence level.)

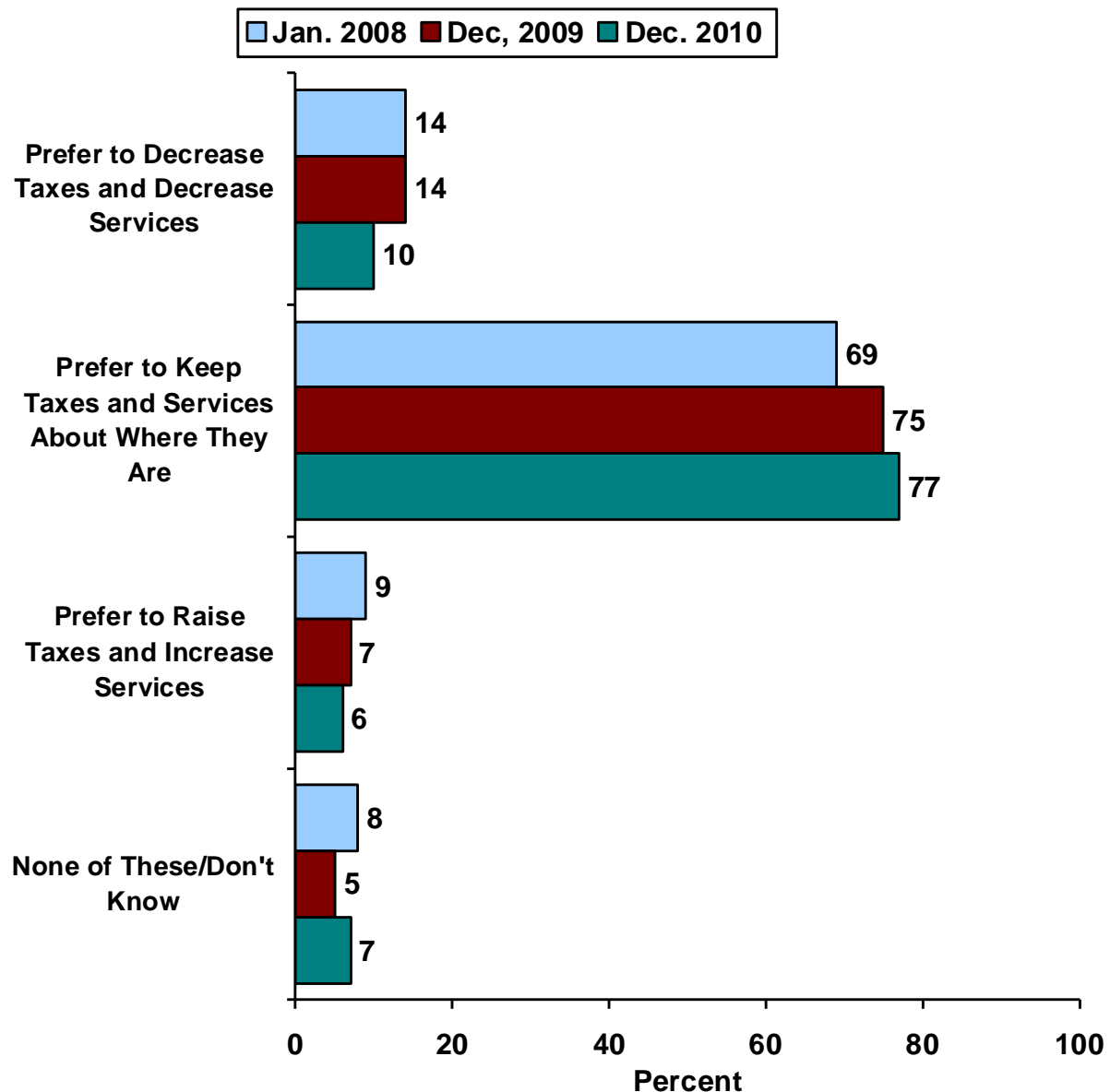
View on Tax Rate vs. City Services



Question: Q22. "The City of Arlington is funded primarily by receiving a portion of property, sales and other taxes collected in the City. Considering on one hand all of the services the City provides, and on the other hand, all of the taxes you pay, which of the following statements comes closest to your view?"

Base: Total respondents. (n=309)

View on Tax Rate vs. City Services – 3-Wave Trend

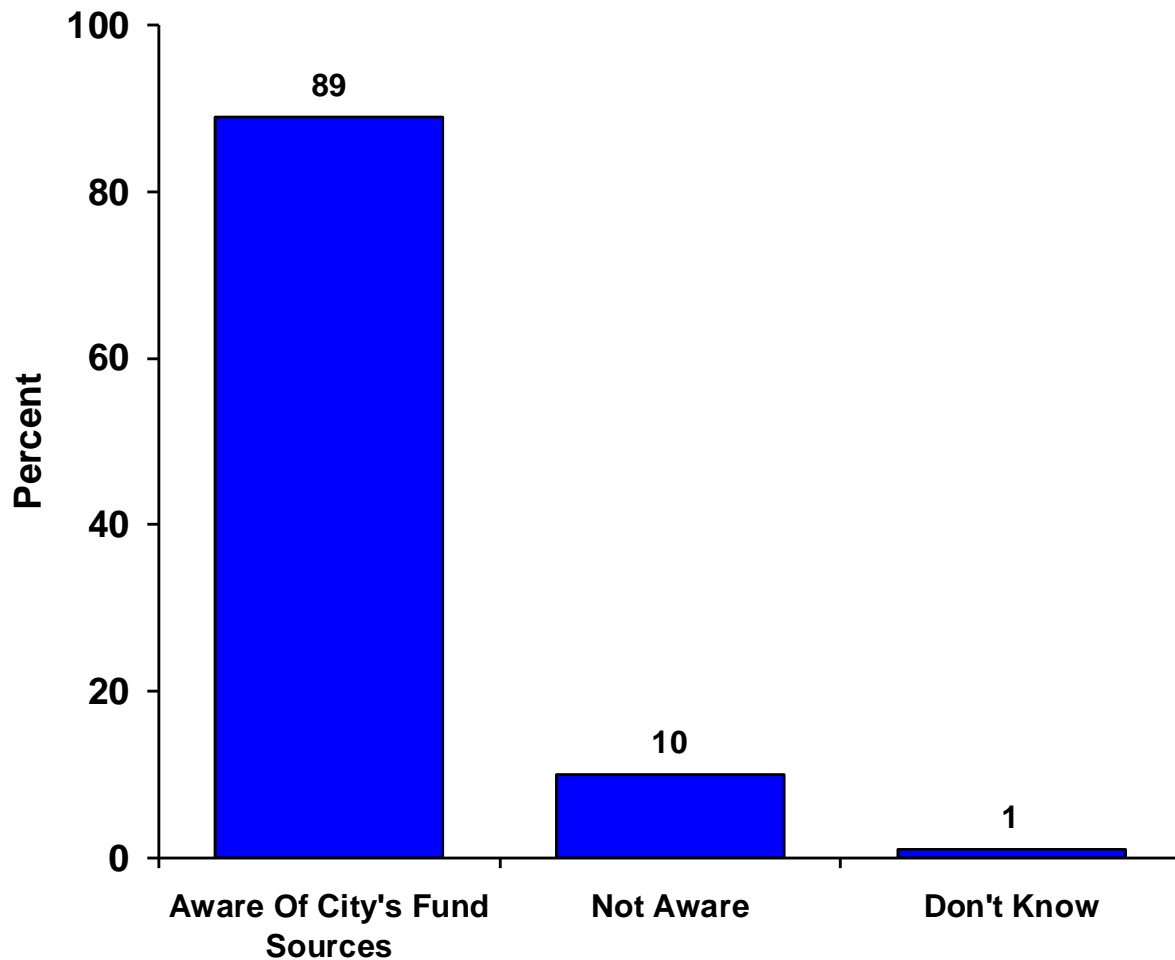


Questions: Q22: "The City of Arlington is funded primarily by receiving a portion of property, sales and other taxes collected in the City. Considering on one hand all of the services the City provides, and on the other hand, all of the taxes you pay, which of the following statements comes closest to your view?"

Base: Total respondents. (2004 n=450; 2007 n=445; 2008 n=437; 2009 n=400; 2010 n=309)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the **last wave in 2009**. A block "up" arrow (⬆) indicates a significant increase and a block "down" arrow (⬇) indicates a significant decrease from the **first wave in 2000** (i.e., difference significant at or above the 95% confidence level.)

Aware of City's Fund Sources (From Property and Shopping Dollars)



Question: Q21a "Are you **aware** that the City is primarily funded through a portion of property, sales and other taxes collected in the City, and that your property and shopping dollars matter to the sustainability of the City structure?"

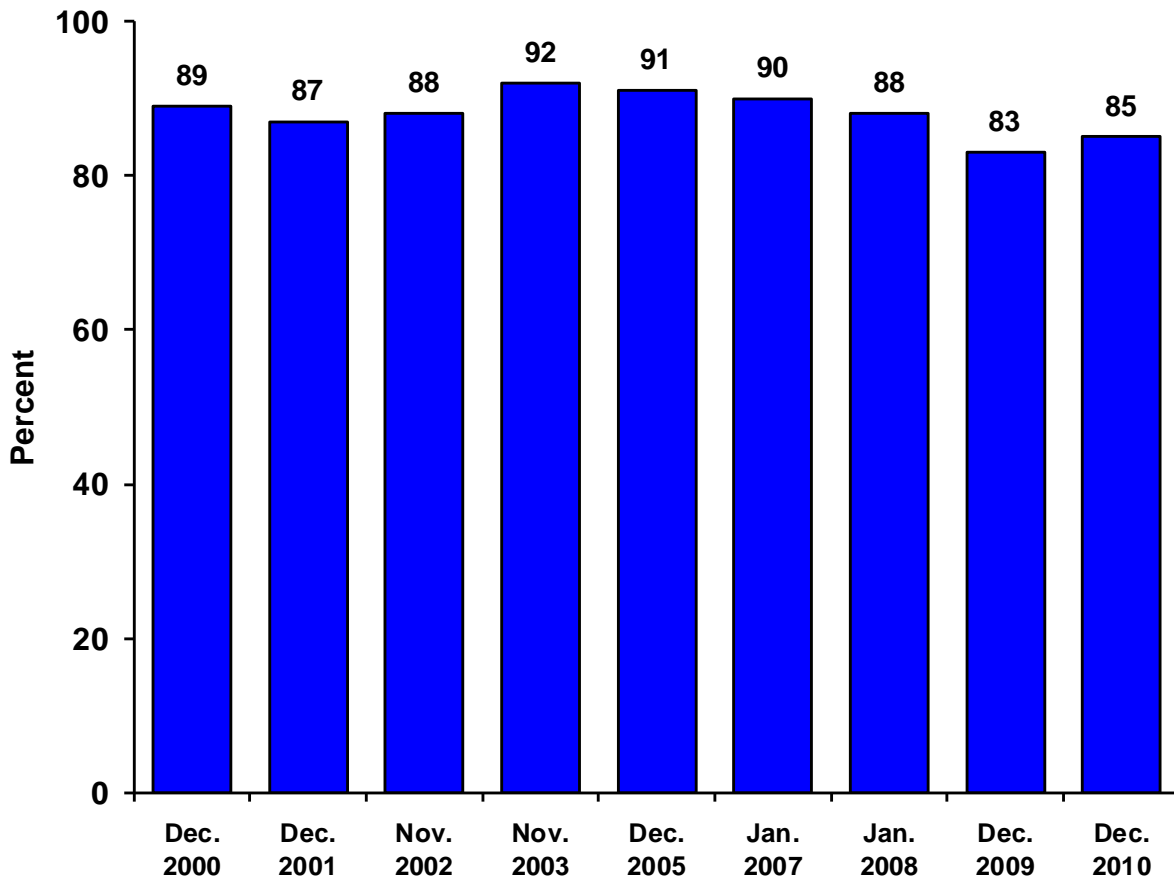
Base: Total respondents. (n=309)

Note: This question asked beginning in 2010.

APPENDIX

- Trend Charts
- Respondent Profile
- More Discussion Of Methods

Overall Rating of Arlington City Services – Trend Non-Emergency Community Education Service (Top-Two Box—Excellent/Good)



Question: Q11. “And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited in the past 12 months.”

Note: Wording of this question along with rating scale changed slightly from previous waves and will affect the tracking of the numbers.

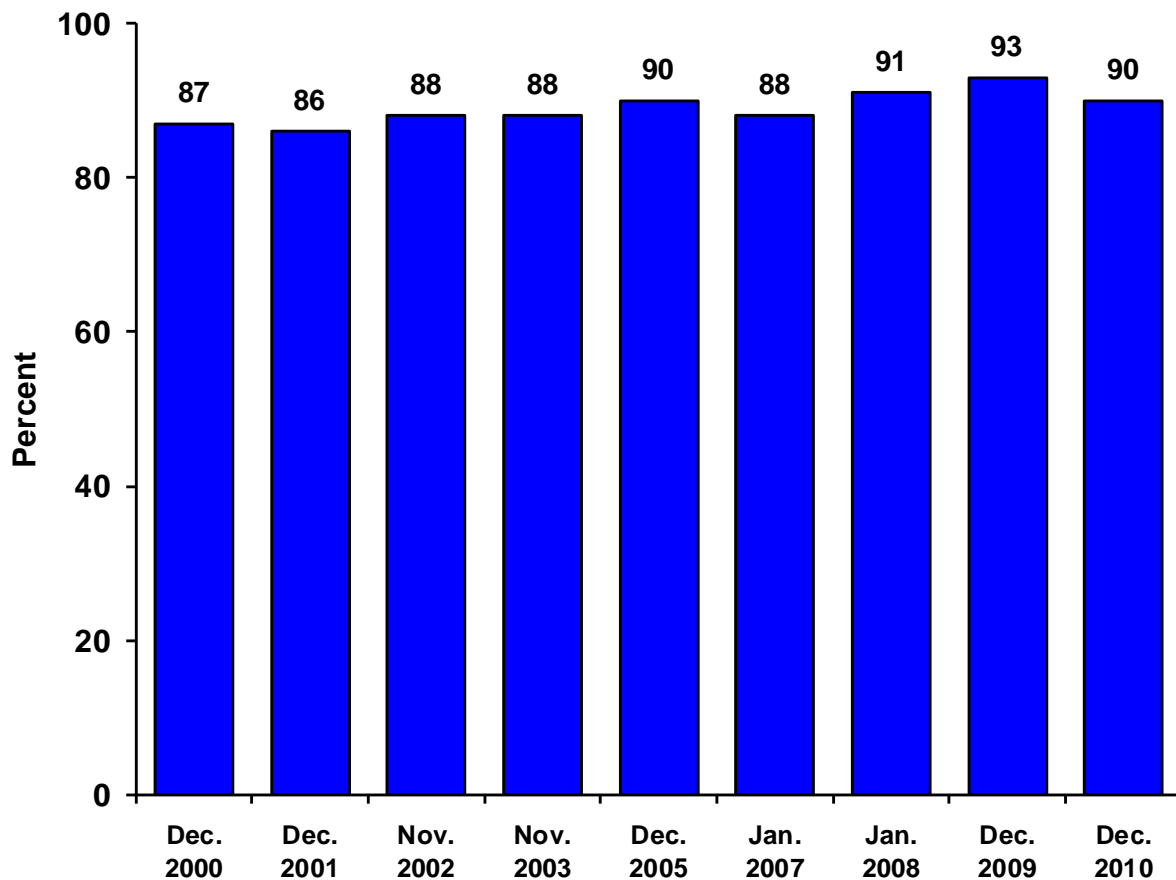
Base: Total respondents, excluding “don’t knows.” (Base Varies)

Statistical Note: A single-line “up” arrow (↑) indicates a significant increase and a single-line “down” arrow (↓) indicates a significant decrease from the **last wave in 2009**. A block “up” arrow (⇑) indicates a significant increase and a block “down” arrow (⇓) indicates a significant decrease from the **first wave in 2000** (i.e., difference significant at or above the 95% confidence level.)

Overall Rating of Arlington City Services – Trend

Quality of Garbage Collection Services

(Top-Two Box—Excellent/Good)



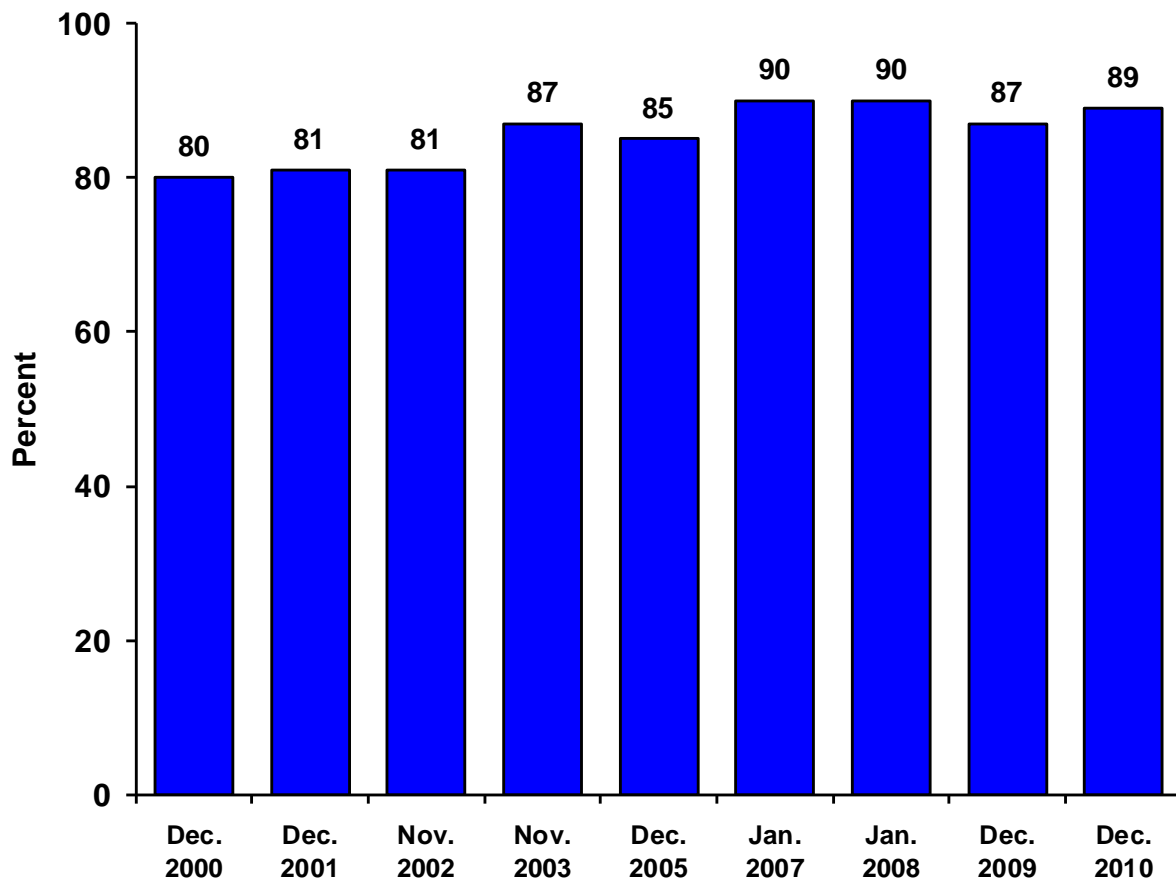
Question: Q11. “And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited in the past 12 months.”

Note: Wording of this question along with rating scale changed slightly from previous waves and will affect the tracking of the numbers.

Base: Total respondents, excluding “don’t knows.” (Base Varies)

Statistical Note: A single-line “up” arrow (↑) indicates a significant increase and a single-line “down” arrow (↓) indicates a significant decrease from the **last wave in 2009**. A block “up” arrow (⇑) indicates a significant increase and a block “down” arrow (⇓) indicates a significant decrease from the **first wave in 2000** (i.e., difference significant at or above the 95% confidence level.)

Overall Rating of Arlington City Services – Trend Quality of Recycling Services (Top-Two Box—Excellent/Good)



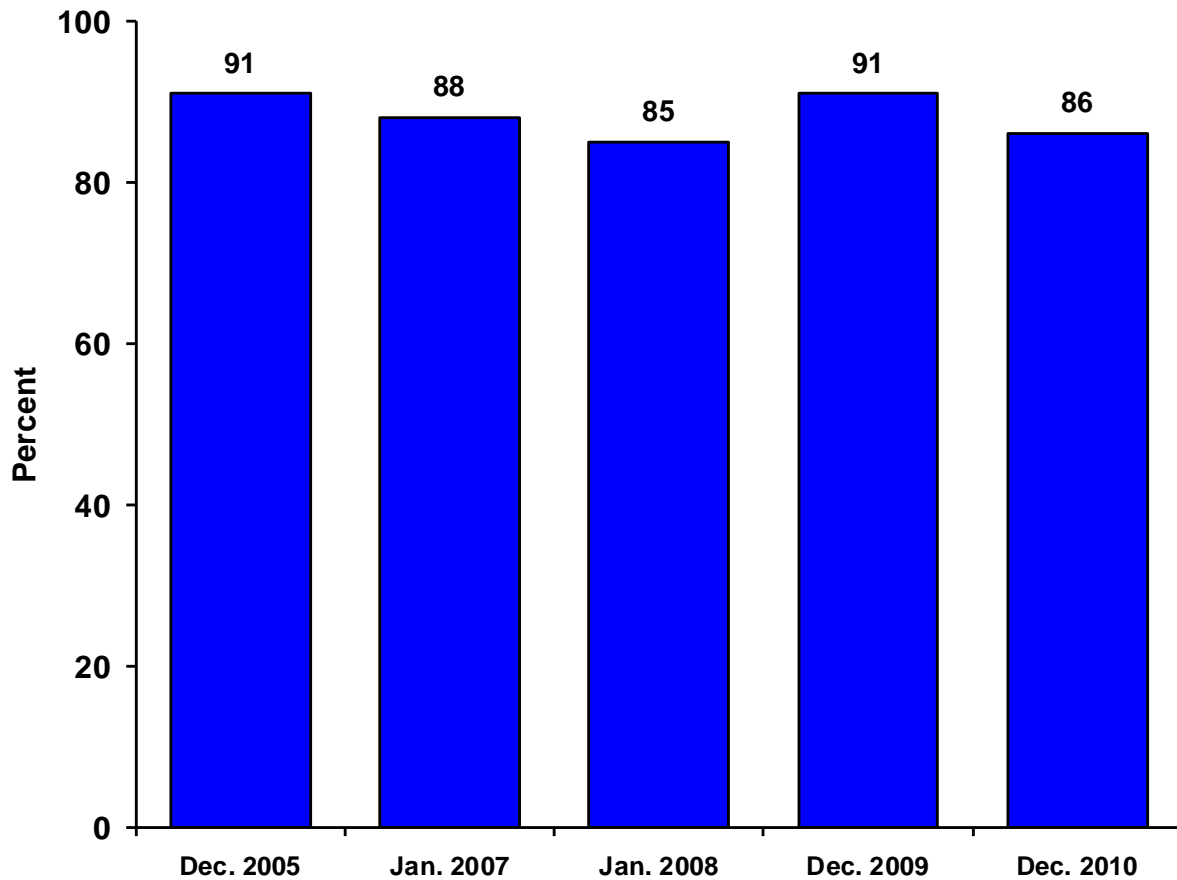
Question: Q11. “And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited in the past 12 months.”

Note: Wording of this question along with rating scale changed slightly from previous waves and will affect the tracking of the numbers.

Base: Total respondents, excluding “don’t knows.” (Base Varies)

Statistical Note: A single-line “up” arrow (↑) indicates a significant increase and a single-line “down” arrow (↓) indicates a significant decrease from the **last wave in 2009**. A block “up” arrow (⇑) indicates a significant increase and a block “down” arrow (⇓) indicates a significant decrease from the **first wave in 2000** (i.e., difference significant at or above the 95% confidence level.)

Overall Rating of Arlington City Services – Trend Landfill Services (Top-Two Box—Excellent/Good)



Question: Q11. “And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited in the past 12 months.”

Note: Wording of this question along with rating scale changed slightly from previous waves and will affect the tracking of the numbers.

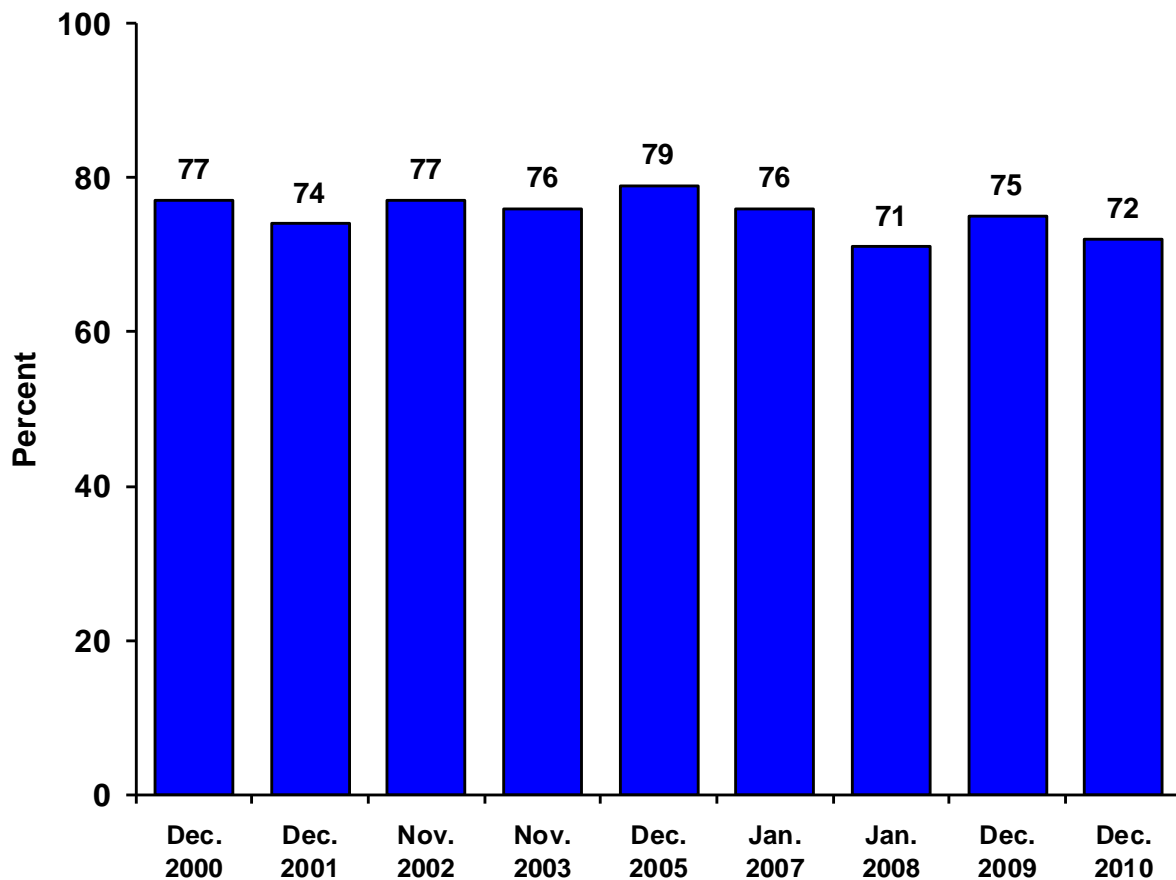
Base: Total respondents, excluding “don’t knows.” (Base Varies)

Statistical Note: A single-line “up” arrow (↑) indicates a significant increase and a single-line “down” arrow (↓) indicates a significant decrease from the **last wave in 2009**. A block “up” arrow (⇑) indicates a significant increase and a block “down” arrow (⇓) indicates a significant decrease from the **first wave in 2000** (i.e., difference significant at or above the 95% confidence level.)

Overall Rating of Arlington City Services – Trend

Animal Services

(Top-Two Box—Excellent/Good)



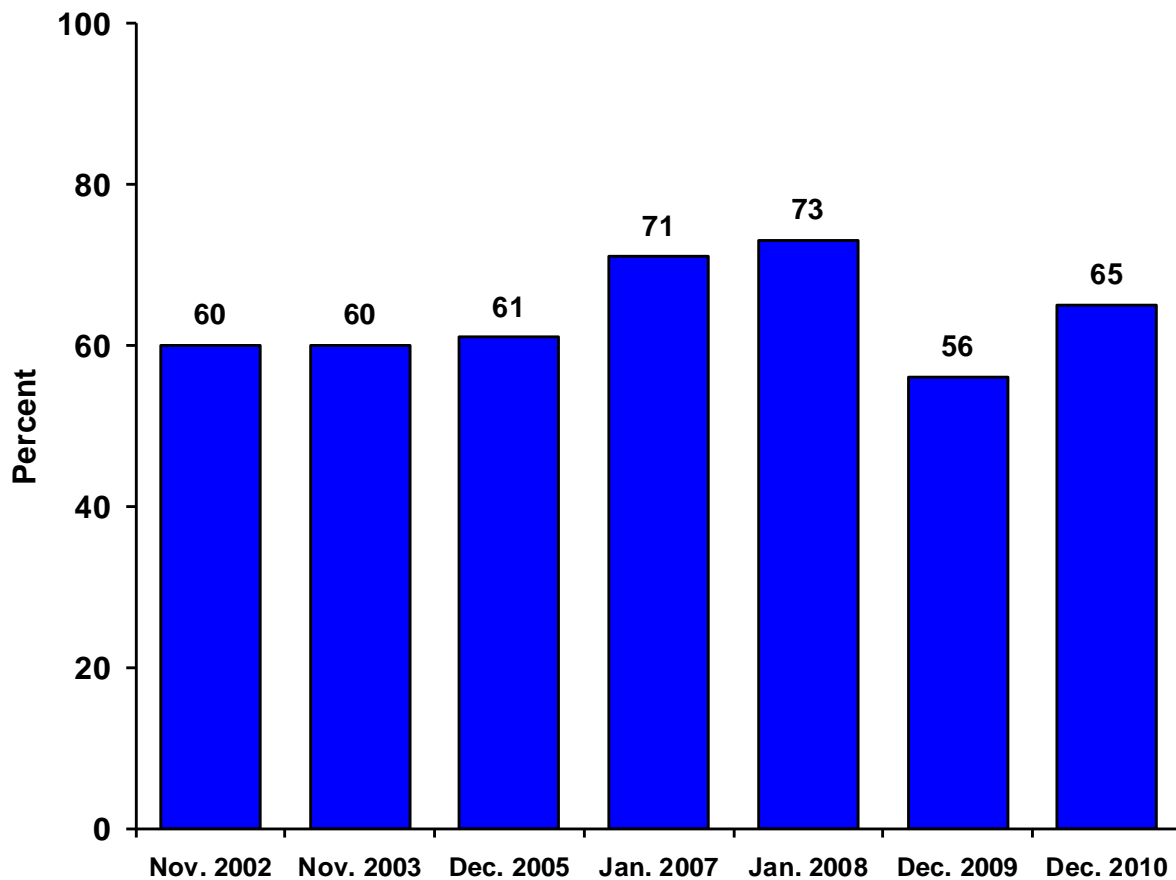
Question: Q11. “And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited in the past 12 months.”

Note: Wording of this question along with rating scale changed slightly from previous waves and will affect the tracking of the numbers.

Base: Total respondents, excluding “don’t knows.” (Base Varies)

Statistical Note: A single-line “up” arrow (↑) indicates a significant increase and a single-line “down” arrow (↓) indicates a significant decrease from the **last wave in 2009**. A block “up” arrow (⇑) indicates a significant increase and a block “down” arrow (⇓) indicates a significant decrease from the **first wave in 2000** (i.e., difference significant at or above the 95% confidence level.)

Overall Rating of Arlington City Services – Trend Handitran Transit Service (Top-Two Box—Excellent/Good)



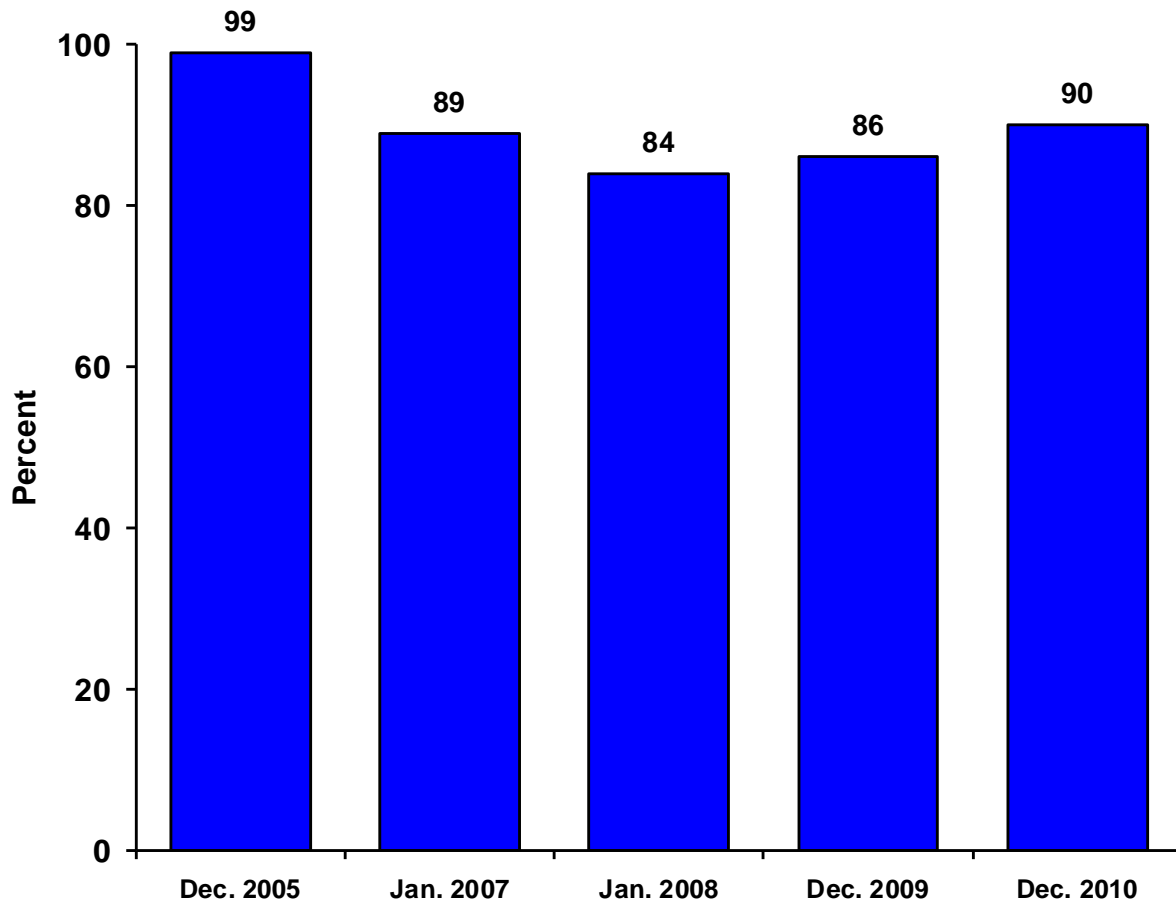
Question: Q11. "And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited in the past 12 months."

Note: Wording of this question along with rating scale changed slightly from previous waves and will affect the tracking of the numbers.

Base: Total respondents, excluding "don't knows." (Base Varies)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the **last wave in 2009**. A block "up" arrow (⇑) indicates a significant increase and a block "down" arrow (⇓) indicates a significant decrease from the **first wave in 2000** (i.e., difference significant at or above the 95% confidence level.)

Overall Rating of Arlington City Services – Trend Convention Center (Top-Two Box—Excellent/Good)



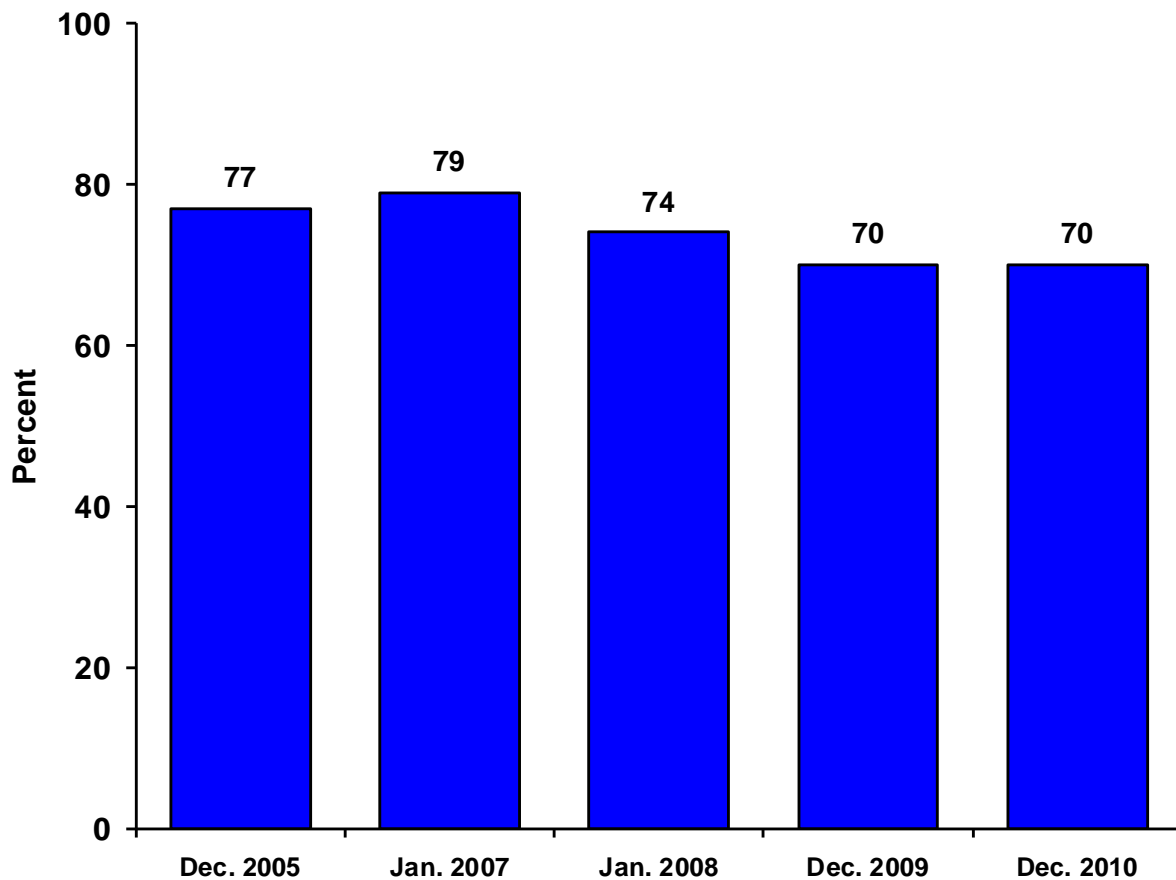
Question: Q11. “And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited in the past 12 months.”

Note: Wording of this question along with rating scale changed slightly from previous waves and will affect the tracking of the numbers.

Base: Total respondents, excluding “don’t knows.” (Base Varies)

Statistical Note: A single-line “up” arrow (↑) indicates a significant increase and a single-line “down” arrow (↓) indicates a significant decrease from the **last wave in 2009**. A block “up” arrow (⇑) indicates a significant increase and a block “down” arrow (⇓) indicates a significant decrease from the **first wave in 2000** (i.e., difference significant at or above the 95% confidence level.)

Overall Rating of Arlington City Services – Trend Municipal Court Service (Top-Two Box—Excellent/Good)



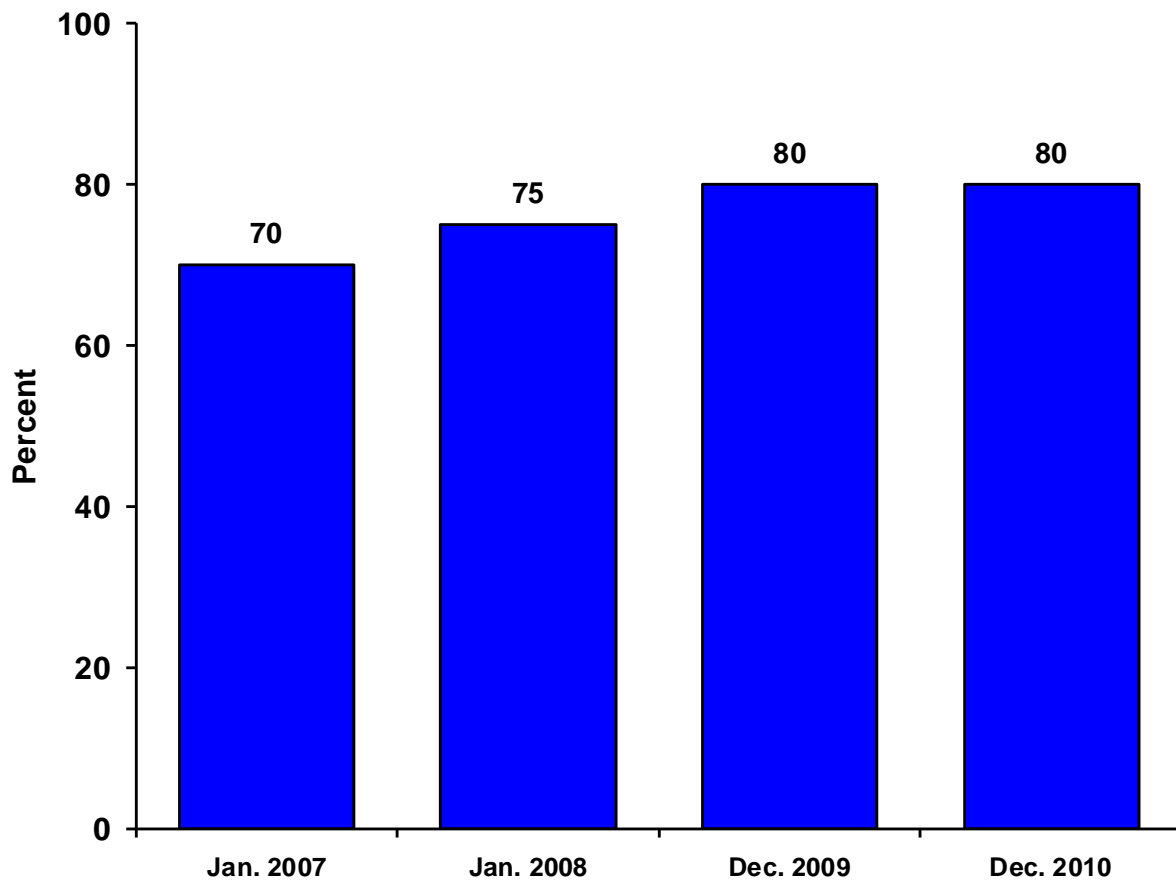
Question: Q11. “And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited in the past 12 months.”

Note: Wording of this question along with rating scale changed slightly from previous waves and will affect the tracking of the numbers.

Base: Total respondents, excluding “don’t knows.” (Base Varies)

Statistical Note: A single-line “up” arrow (↑) indicates a significant increase and a single-line “down” arrow (↓) indicates a significant decrease from the **last wave in 2009**. A block “up” arrow (⇑) indicates a significant increase and a block “down” arrow (⇓) indicates a significant decrease from the **first wave in 2000** (i.e., difference significant at or above the 95% confidence level.)

Overall Rating of Arlington City Services – Trend One Start Shop Development Service (Top-Two Box—Excellent/Good)



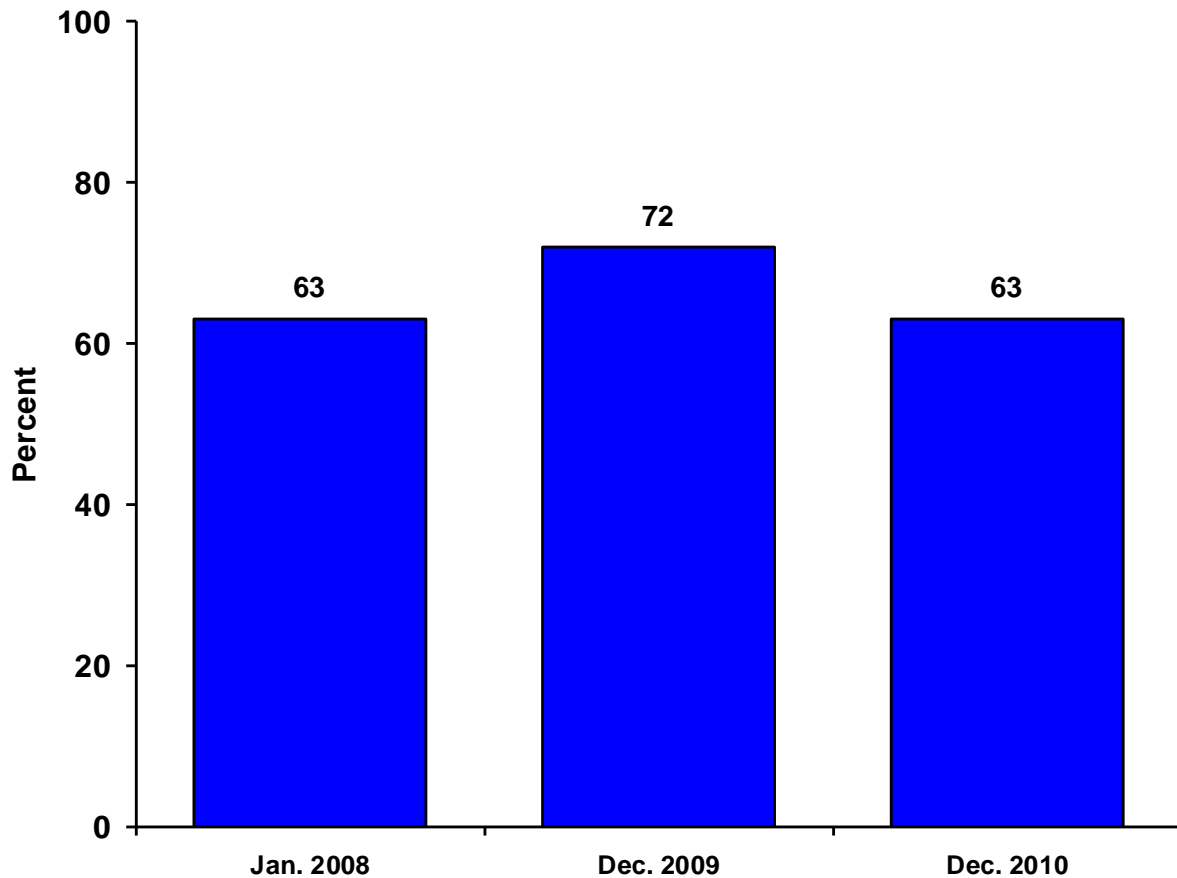
Question: Q11. “And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited in the past 12 months.”

Note: Wording of this question along with rating scale changed slightly from previous waves and will affect the tracking of the numbers.

Base: Total respondents, excluding “don’t knows.” (Base Varies)

Statistical Note: A single-line “up” arrow (↑) indicates a significant increase and a single-line “down” arrow (↓) indicates a significant decrease from the **last wave in 2009**. A block “up” arrow (⇑) indicates a significant increase and a block “down” arrow (⇓) indicates a significant decrease from the **first wave in 2000** (i.e., difference significant at or above the 95% confidence level.)

Overall Rating of Arlington City Services – Trend Code Enforcement (Top-Two Box—Excellent/Good)



Question: Q11. "And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited in the past 12 months."

Base: Total respondents, excluding "don't knows." (Base Varies)

Note: Added in 2008.

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the **last wave in 2009**. A block "up" arrow (⇑) indicates a significant increase and a block "down" arrow (⇓) indicates a significant decrease from the **first wave in 2000** (i.e., difference significant at or above the 95% confidence level.)

Respondent Profile

| | <u>Dec.</u> <u>2005</u> (457) | <u>Jan.</u> <u>2007</u> (445) | <u>Jan.</u> <u>2008</u> (437) | <u>Dec.</u> <u>2009</u> (400) | <u>Dec.</u> <u>2010</u> (309) |
|----------------------------|---|---|---|---|---|
| (Base: Total Respondents) | | | | | |
| Years In Arlington | % | % | % | % | % |
| Less than one year | 5 | 3 | 4 | 3 | 3 |
| 1-3 years | 13 | 12 | 11 | 9 | 10 |
| 4-6 years | 13 | 12 | 10 | 10 | 10 |
| 7-10 years | 13 | 9 | 13 | 13 | 13 |
| More than 10 years | 53 | 61 | 60 | 65 | 63 |
| Refused/No answer | 3 | 3 | 3 | -- | 2 |
| Primary Residence | | | | | |
| Own | 67 | 76 | 75 | 79 | 75 |
| Rent | 28 | 21 | 22 | 19 | 22 |
| Refused/No answer | 4 | 3 | 4 | 2 | 3 |
| Type of Dwelling | | | | | |
| Single-family home | NA | 76 | 75 | 84 | 80 |
| Duplex | NA | 3 | 2 | 3 | 11 |
| Mobile home | NA | 0 | 1 | 1 | 3 |
| Condominium | NA | 3 | 3 | 1 | 2 |
| Apartment | NA | 12 | 15 | 9 | 1 |
| Other | NA | 3 | 2 | 1 | 1 |
| Refused/No answer | NA | 3 | 4 | 1 | 2 |
| Ethnicity* | | | | | |
| African American or Black | 9 | 10 | 11 | 11 | 11 |
| American Indian | 1 | 2 | 1 | 1 | 1 |
| Asian or Pacific Islander | 2 | 2 | 4 | 4 | 3 |
| Caucasian or White | 66 | 67 | 65 | 71 | 68 |
| Hispanic or Latin American | 9 | 10 | 9 | 7 | 7 |
| Multi-ethnic | 2 | 3 | 3 | 2 | 5 |
| Other ethnic background | 10 | 1 | 1 | 2 | 3 |
| Refused/No answer | 0 | 5 | 6 | 2 | 3 |

* Ethnicity asked beginning in 2002.

(Continued)

Respondent Profile (Continued)

| | <u>Dec.</u> <u>2005</u> (457) | <u>Jan.</u> <u>2007</u> (445) | <u>Jan.</u> <u>2008</u> (437) | <u>Dec.</u> <u>2009</u> (400) | <u>Dec.</u> <u>2010</u> (309) |
|----------------------------|---|---|---|---|---|
| (Base: Total Respondents) | | | | | |
| Zip Code (By Quota) | % | % | % | % | % |
| 76001 | 6 | 6 | 6 | 5 | 7 |
| 76002 | 2 | 2 | 2 | 2 | 2 |
| 76006 | 7 | 7 | 8 | 7 | 7 |
| 76010 | 13 | 13 | 14 | 13 | 10 |
| 76011 | 8 | 7 | 8 | 7 | 7 |
| 76012 | 9 | 9 | 9 | 9 | 10 |
| 76013 | 10 | 10 | 7 | 10 | 10 |
| 76014 | 9 | 8 | 10 | 9 | 7 |
| 76015 | 5 | 6 | 6 | 6 | 6 |
| 76016 | 11 | 11 | 11 | 11 | 12 |
| 76017 | 14 | 14 | 14 | 14 | 15 |
| 76018 | 7 | 7 | 5 | 7 | 7 |
| Age (By Quota) | | | | | |
| 18-24 | 9 | 6 | 6 | 9 | 6 |
| 25-34 | 23 | 20 | 17 | 16 | 12 |
| 35-44 | 27 | 28 | 31 | 34 | 36 |
| 45-54 | 20 | 21 | 22 | 20 | 20 |
| 55-64 | 11 | 13 | 13 | 11 | 12 |
| 65 or older | 10 | 12 | 12 | 10 | 13 |
| Gender (By Quota) | | | | | |
| Male | 50 | 46 | 45 | 50 | 46 |
| Female | 50 | 54 | 55 | 50 | 54 |

Data Collection

Telephone Interviewing

Each primary number in the sample received an original call and up to two callbacks at different times on different days. If, including weekends, an interview could not be completed after two callbacks, substitution was permitted.

Data Tabulation

The final statistical tables were created via UNCLE®. This comprehensive data management and cross-tabulation system has one overriding objective in mind: the production of consistently accurate statistical tables. For example, most formatting is automatic within UNCLE® to eliminate format-related errors. The software contains hundreds of embedded error-trapping algorithms to eliminate syntactical errors. The system produces a Summary Report, to condense all of the programmer's instructions into a simple, easy-to-read format, which makes any programming errors easy to find during quality-control checking. Another quality-control procedure involves a thorough crosscheck of percentages in the statistical tables against the same percentages in an UNCLE® Marginal report. (Within UNCLE®, the Marginal program and the program module which compiles the statistical tables are based upon different algorithms so that each can serve as an independent accuracy check upon the other.) Additionally, tabulation programmers follow a multi-step, quality-control checklist to ensure production of accurate statistical tables.

All questionnaires and source documents will be stored by Decision Analyst for six months before being destroyed. The data itself will be stored on magnetic tape for three years. During this time period, additional cross-tabulations or statistical analyses can be purchased at Decision Analyst's standard hourly rates.

Statistical Tables

The statistical tables are labeled across the top (i.e., the banner) with the respective cross-tabulation descriptors (bannerpoints such as male, female, Western Washington, Balance of West). Below these Bannerpoint descriptors are the bases (the number of respondents) used to calculate the columns of percentages. Columns of percentages which add to more than 100% are the result of computer-rounding errors or multiple responses. Small differences from 100% are usually computer-rounding errors, while large differences typically are the result of multiple responses.

Statistical Variation. All percentages shown in the statistical tables are subject to statistical variation, or statistical error. The smaller the sample of respondents (i.e., the smaller the "base"), the larger is the statistical variation in the corresponding percentages, usually. The table below presents approximate statistical error for percentages based upon different sample sizes.

| Statistical Error Ranges* | | | | | |
|---------------------------|------------------------------|------------------|------------------|------------------|------------------|
| Size of Sample | At Various Percentage Levels | | | | |
| | 50% | 40% or 60% | 30% or 70% | 20% or 80% | 10% or 90% |
| 50 | ±14.0 | ±13.7 | ±12.8 | ±11.2 | ±8.3 |
| 75 | ±11.4 | ±11.1 | ±10.4 | ±9.1 | ±6.8 |
| 100 | ±9.8 | ±9.6 | ±9.0 | ±7.9 | ±5.9 |
| 150 | ±8.0 | ±7.8 | ±7.3 | ±6.4 | ±4.8 |
| 200 | ±6.9 | ±6.8 | ±6.3 | ±5.5 | ±4.2 |
| 250 | ±6.2 | ±6.1 | ±5.7 | ±4.9 | ±3.7 |
| 300 | ±5.6 | ±5.5 | ±5.2 | ±4.5 | ±3.4 |
| 400 | ±4.9 | ±4.8 | ±4.5 | ±3.9 | ±2.9 |
| 500 | ±4.3 | ±4.3 | ±4.0 | ±3.5 | ±2.6 |
| 600 | ±4.0 | ±3.9 | ±3.6 | ±3.2 | ±2.4 |
| 700 | ±3.7 | ±3.6 | ±3.3 | ±2.9 | ±2.2 |
| 800 | ±3.4 | ±3.3 | ±3.1 | ±2.7 | ±2.0 |
| 900 | ±3.2 | ±3.1 | ±2.9 | ±2.6 | ±1.9 |
| 1000 | ±3.0 | ±3.0 | ±2.8 | ±2.4 | ±1.8 |

*At 95% level of confidence.

When sample sizes are small (less than 100), extra caution should be exercised in interpreting the corresponding percentages.

QUESTIONNAIRE